Vogue



Summer Travel

May 15, 1935

Price 35¢

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The Condé Nast Publications Inc.
V*O



SALAD MAGIC EXPOSED!

Secrets of smug hostesses who serve those ravishing new salads are revealed in this 100-page book of daring recipes *

THINGS have happened in the art of saladry. Almost overnight a new technique has flashed upon the scene, which creates in the salad course a memory to toy with.

The whole thing becomes simplicity itself on the pages of this newsy book of salad wizardry—the Heinz Salad Book. See what's in it. Thirty-six thrilling dressing recipes, created from *three* basic formulas—amazing *photo-recipes* which checkmate any chance of failure.

There are 97 breath-taking salad recipes—confections which make ordinary salads seem downright old-fashioned. There are quick, easy ways to conjure tantalizing cocktail sauces, canapés, hors d'oeuvres, sandwiches and other smart-party novelties.

And why this best-seller for only 10 cents? Solely to induce you to try Heinz Vinegars, Heinz Imported Olive Oil and other salad uplifters of the 57 Varieties.

Heinz vintage Vinegars, because of their mellow, "blendy" nature, inject a "lift" into dressings which is lacking when ordinary vinegar is used. Reason: Heinz ages vinegar *in the wood* for months, a secret borrowed from the wine growers of France.

Heinz Imported Olive Oil is the pure oil of choice plump Spanish olives, pressed by Heinz in Seville, fresh from Castilian groves.

And so we invite you into the fast-growing circle of Salad Wizards. Your request brings the Heinz Salad Book to your door. Mail it with a dime, to H. J. Heinz Company, Dept. 116, Pittsburgh, Pa.

HEINZ
PURE VINEGAR
AND HEINZ IMPORTED OLIVE OIL



COSTS 10¢ ONLY TO BE A SALAD WIZARD

Get this book of salad magic. This coupon fetches it quickly to your kitchen.

© 1935 H. J. Heinz Co.



TODAY *IS YOUR* WONDERFUL DAY

A CANTER with that nice Princeton boy over the Westchester hills, green and misty . . . luncheon at the Ritz with Paul and Frank and Leila . . . to the matinee with Jud . . . then in Charlie's plane to New Haven and that wonderful party where your partner will be a real prince . . . What a lucky girl you are to be so popular! What's that you say . . . it's not all luck? . . . A little forethought and common sense mixed in, you maintain . . . How right you are, little Miss Charming . . .

* * *

A girl may be pretty and witty and appealing, but unless her breath is beyond reproach she gets nowhere. After all, halitosis (unpleasant breath) is the unforgivable social fault. The sought-after woman . . . the popular man . . . realizes it, and takes sensible precaution against offending others. It's all so easy . . . just a little Listerine morning and night and before engagements. That is your assurance that your breath is sweet, wholesome and agreeable. Listerine attacks fermentation, a major cause of odors in the mouth, then overcomes the odors themselves.

Lambert Pharmacal Company, St. Louis, Missouri.

P. S. Do not make the mistake of assuming that you never have halitosis. Due to processes of fermentation that go on even in normal mouths, halitosis visits everyone at some time or other. *The insidious thing about it is that you never know when.*



BEFORE EVERY SOCIAL ENGAGEMENT USE LISTERINE . . . DEODORIZES LONGER



TWO ANSWERS TO "*What is Beauty*"

SIMPLICITY and SPRINGTIME





DOES beauty lie in simple line, unadorned except by its own flowing loveliness? Or in rich and intricate decoration?

We offer convincing testimony for either creed of beauty in our two new sterling silver designs—*Simplicity* and *Springtime*.

Simplicity achieves its glory by its grace of line, and the subtle modulation of the handle from pleasant weight to tapered, tip-tilted delicacy. Its only adornment is your monogram engraved on the handle.

Springtime is a Renaissance design, ornate and romantic—lavishly but delicately carved.

See these two enchanting designs at your jeweler's—and their special case which we call "The Duo-Chest." It is smartly lacquered in blue and white with two compact sections, each complete, or combining to form a unit. The top section contains a basic service for six—12 teaspoons and 6 forks, knives, butter spreaders and salad forks. The bottom section adds 6 cream soup spoons, dessert spoons, ice tea spoons, coffee spoons, oyster forks and 2 tablespoons. 36-piece service in the single case—$79.50 for *Simplicity;* $93.00 for *Springtime*. The complete 68-piece service in the double case—*Simplicity*, $151.50; *Springtime*, $176.50.

INTERNATIONAL SILVER COMPANY
Sterling Silver Division
WALLINGFORD, CONNECTICUT

INTERNATIONAL STERLING

VOGUE
May 15th, 1935

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Vol. 85 No. 10
Whole No. 1508

B. ALTMAN & CO.



beach robe of firmament patterned chintz in yellow, navy, white or rust, 9.95; matching shirt and slacks, 2 pieces; sizes 14 to 20, 9.95; matching hat, 2.95

mail and phone orders filled
MUrray Hill 2-7000

beach or garden dress of mille fleur patterned chintz in blue or navy; sizes 14 to 20.....9.95
matching sunbonnet, ...2.95



bathing suit in mille fleur patterned chintz in blue or navy; sizes 14 to 20.....8.95

Early America to the beach . . . for summer 1935

Altman brings Early America to the beach . . . for summer 1935

. . . with a colorful collection of fashions created by Miss Gwenyth Waugh out of Early American design chintz. The sunbonnet and basque dress might have come from your great-grandmother . . . the brief bathing suit might have shocked her . . . but you could explain that you'd wear the modest beach robe to the very edge of the water. **surf shop—third floor**

Fifth Avenue . . . . . Thirty-fourth Street . . . . . New York

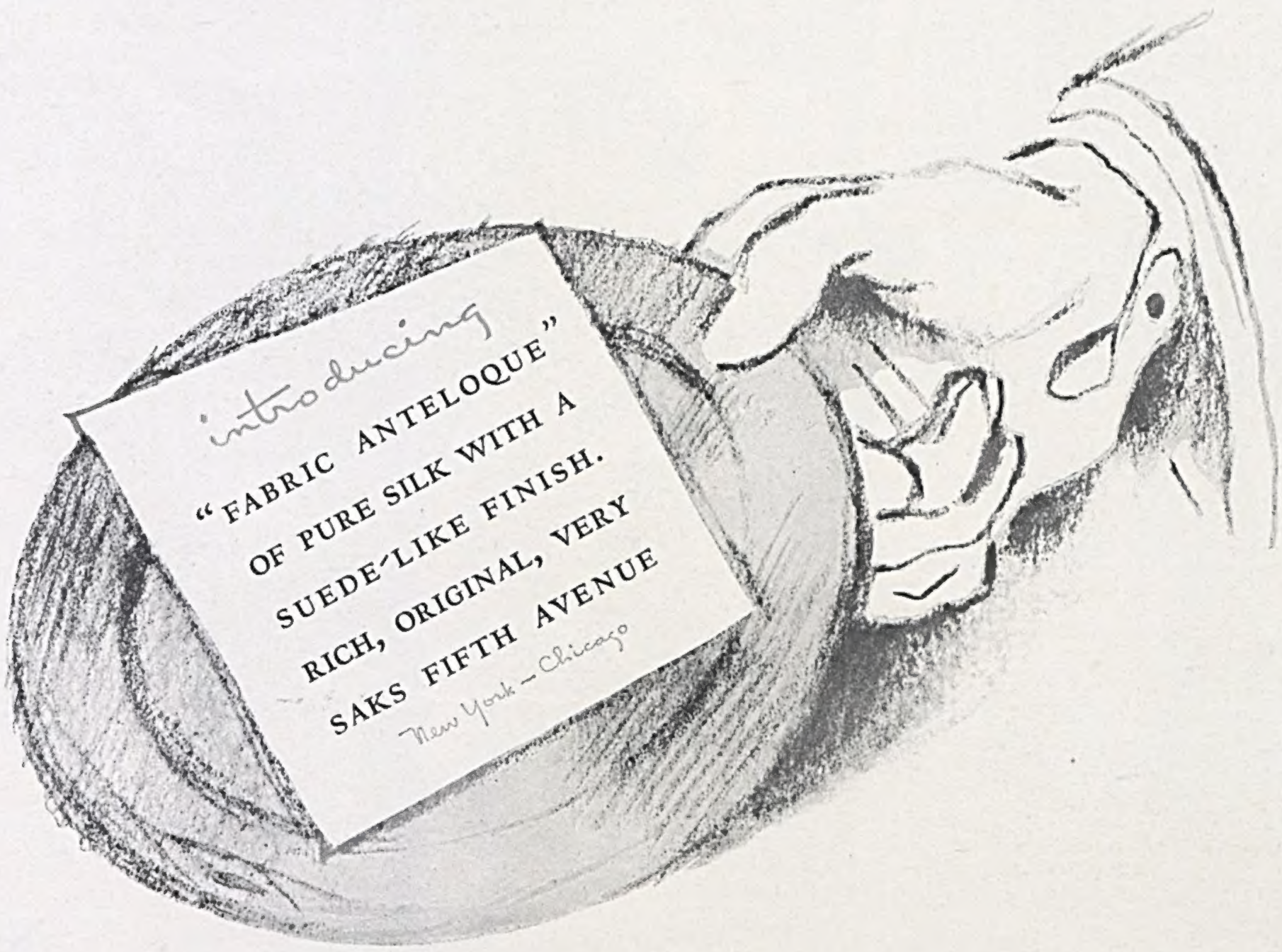


SHALIMAR L'HEURE BLEUE

FACE POWDER

BY

GUERLAIN



Fabric Anteloque oxford for summer wear, 14.50. Custom pump of Fabric Anteloque for formal afternoon wear, 18.50. In spring and summer colors.



"Fashion Firsts" EXCLUSIVE

PRESENTS FOR SUMMER-1935

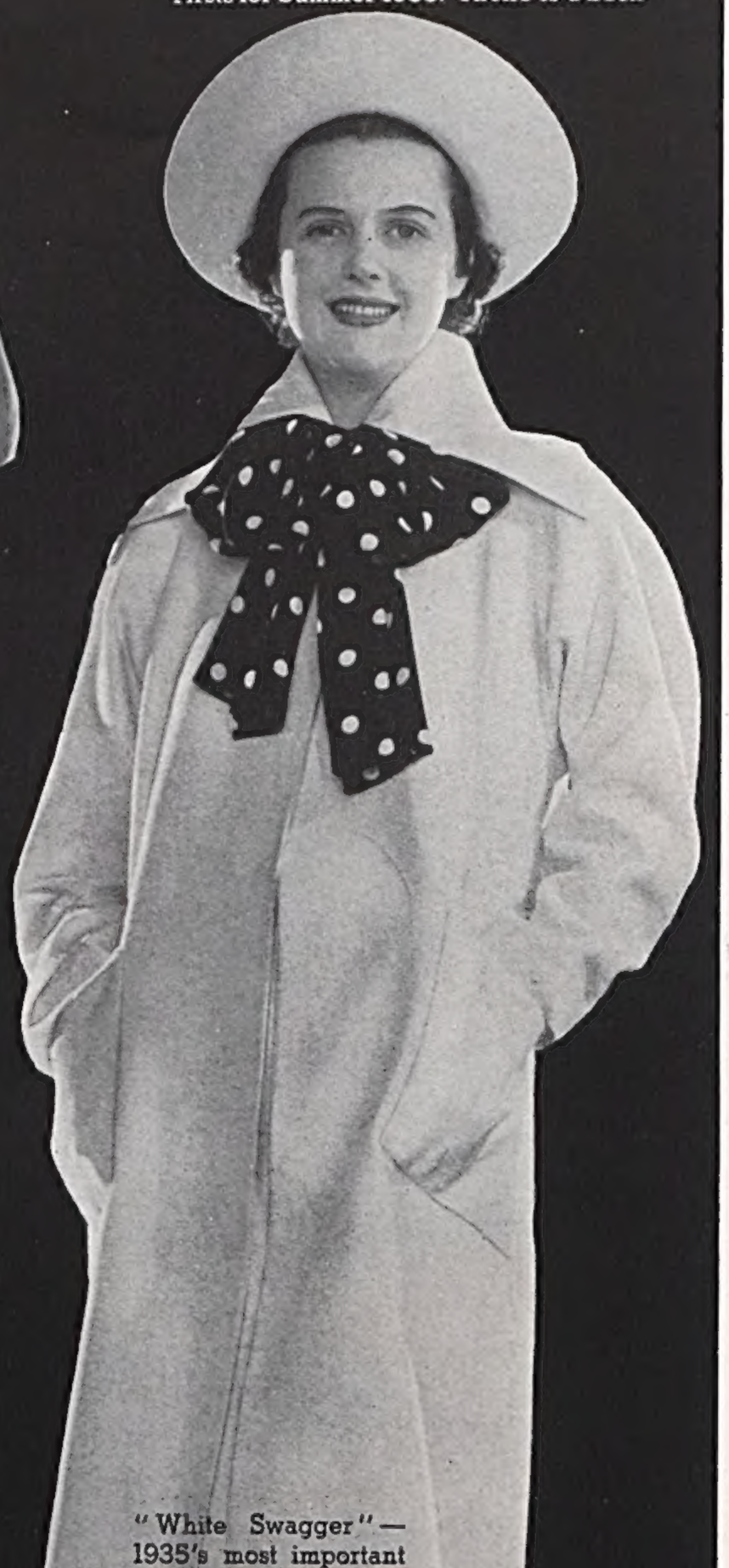
Fashion Firsts are chosen every month by a jury of the leading stylists and merchants of the country for their fashion correctness . . timeliness . . quality and value. Pictured here are six Fashion Firsts for Summer 1935. Theirs is a back-



"White Promenade"—
The three-piece tailleur interpreted in white sportone crepe . . .
$19.95



"White Fairway"—
The indispensible two-piece sports frock with gay kerchief trimming.
$19.95



"White Swagger"—
1935's most important coat interpreted in white herringbone . .
$19.95

Russeks Fifth Avenue . . . . New York City	Rothschild's B. & M. . Oklahoma City, Okla.	Resnick's . . . . . Binghamton, N. Y.
The Blum Store . . . . . Philadelphia, Pa.	Smartwear-Emma Lange, Inc. Milwaukee, Wis.	Myers Bros. . . . . Springfield, Ill.
Chas. A. Stevens & Co. . . . . Chicago, Ill.	Rich, Schwartz & Joseph . . Nashville, Tenn.	Fishman's, Inc. . . . . Elizabeth, N. J.
The Higbee Company . . . Cleveland, Ohio	Abrahams . . . . . Davenport, Ia.	The Store Without A Name . Fargo, N. Dakota
Scruggs-Vandervoort-Barney . . St. Louis, Mo.	Frank's . . . . . Ft. Wayne, Ind.	Switzer's . . . . . Pasadena, Cal.
Jordan-Marsh Co. . . . . Boston, Mass.	A. Livingston & Sons . . . . Bloomington, Ill.	Switzer's . . . . . Los Angeles, Cal.
Frank R. Jelleff, Inc. . . . Washington, D. C.	The Leader Store . . . . . Lima, Ohio	Switzer's . . . . . Phoenix, Ariz.
Jenny . . . . . Cincinnati, Ohio	Denver Dry Goods Co. . . . . Denver, Colo.	Flah & Co. . . . . Syracuse, N. Y.
Kaufmann's . . . . . Pittsburgh, Pa.	Joske Bros. . . . . San Antonio, Tex.	Ulians . . . . . Worcester, Mass.
The Gaxton Co. . . . . Baltimore, Md.	Bon Marche . . . . . Sacramento, Cal.	Muhlfelder's . . . . . Albany, N. Y.
Walter's . . . . . Detroit, Mich.	Burger-Phillips Co. . . . . Birmingham, Ala.	Arthur's Apparel Shop . . Wilmington, Del.
Oreck's . . . . . Duluth, Minn.	Godchaux's . . . . . New Orleans, La.	The Adams Co. . . . . Allentown, Pa.
Best's Apparel . . . . . Seattle, Wash.	Washer's . . . . . Ft. Worth, Tex.	Simpsons of Madison . . . . . Madison, Wis.
The Fashion . . . . . Houston, Tex.	Volk's . . . . . Dallas, Tex.	Simmonds . . . . . Altoona, Pa.
The Fashion . . . . . Shreveport, La.	Muse's . . . . . Atlanta, Ga.	Freedman's . . . . . Waterbury, Conn.
Rothschild's . . . . . Kansas City, Mo.	Berry Burk . . . . . Richmond, Va.	Gier's . . . . . Easton, Pa.
	Harvey Marshall, Inc. . . . . Buffalo, N. Y.	Lefkovits . . . . . Canton, Ohio.

WITH LEADING STORES OF AMERICA

..."WOMEN IN WHITE"

ground of expert selection — of fashion perfection and unerring good taste. You can purchase Fashion Firsts at any one of the stores listed below and know that you are receiving the utmost in quality, fashion, workmanship and value.



"White Reefer" — The 'Legionnaire coat' interpreted in white herringbone . . . .
$19.95

"White Country Club" — A frog trimmed jacket dress of sportone crepe . . . .
$19.95

"White Casino" — Printed chiffon adds the formal touch to this 'casino suit . . . . .
$19.95

Alice Elizabeth Shoppe	Trenton, N. J.	Wm. M. Sergeant Co.	Newark, Ohio	Peerless	Troy, N. Y.
Garfield's	Wichita, Kansas	Pollock's	Ft. Smith, Ark.	Forbes & Wallace	Springfield, Mass.
Bruckner's	Fresno, Cal.	Robert Fraser	Utica, N. Y.	McCabe's	Rock Island, Ill.
Lazarus, Inc.	Cumberland, Md.	M. Moltasch & Son, Inc.	Stamford, Conn.	Damon's	Mason City, Ia.
Lazarus, Inc.	Roanoke, Va.	Wolf's	Des Moines, Ia.	Bramson Bros.	Oak Park, Ill.
Lester-Sardeson Co.	Quincy, Ill.	The Elaine Shop	Jackson, Mich.	J. S. Schramm Co.	Burlington, Ia.
Beverly	Scranton, Pa.	Morris Levy	Savannah, Ga.	Lil-Lee	Jenkintown, Pa.
Beverly	Wilkes-Barre, Pa.	Sosnik's	Winston-Salem, N. C.	L. Herman	Danville, Va.
Appleton & Co.	San Jose, Cal.	Bells	York, Pa.	Frances Shop	South Bend, Ind.
Polan's	Charleston, W. Va.	The Vogue	Rutland, Vt.	Livingston Bros.	San Francisco, Cal.
Bernat's	Hammond, Ind.	Hudsons	Gary, Ind.	Lowenstein's	Memphis, Tenn.
Baertsch's	Sheridan, Wyo.	The Princess Shop	Huntington, W. Va.	Madison's	Columbus, Ohio
Miller's	Knoxville, Tenn.	M. J. McDonald & Co.,	Oswego — Fulton, N. Y.	Steinbach-Kresge	Asbury Park, N. J.
Katzman	McKeesport, Pa.	Don's	Newark, N. J.	Simmonds	Louisville, Ky.
Livingston's	Youngstown, Ohio	Seaman Co., Inc.	Lansing, Mich.	The Wm. B. Schleisner Store	Harrisburg, Pa.
Gilman's	Reading, Pa.	Caster's	Pottsville, Pa.	Hyman's	Hazleton, Pa.
Klein's	Peoria, Ill.	M. E. Blatt	Atlantic City, N. J.		



JUDIE

BARBARA



THE DOBBS *Summerlites*

FOR 1935 *in Water Pastel Felts and Natural Panamas*





SUZANNE

Dobbs Hats are sold in all leading cities

DOBBS

SUMMERLITES

CAROL

Dobbs FIFTH AVENUE NEW YORK

I. MAGNIN & CO.
CALIFORNIA — SEATTLE



Imported, uncrushable linen fashions continue to be the most important edict for summer from the Paris ateliers. A large collection of the latest models is on display at all I. Magnin shops.

She walks in Beauty





TROUSSEAU hunting completed, there remain to be packed only her shoes by Paradise. Many fine shoes her wardrobe contains, but none that her bridesmaids admire more than these. Many possessions she has, but none more valuable than her inherent good taste. Since her debutante days she has known that she who walks in Paradise walks in beauty. Brauer Bros. Shoe Company, St.Louis, Mo.



Sold by the smarter shops and department stores in all 48 states. If you don't know your local Paradise merchant, write us for his address.

© 1935, B.B.S. Co.

KNOX

AIR-COOL

Panamas

Right IN THE SUMMER SCENE

• Hats as cool . . . and smart . . . as tea on a penthouse terrace. Finely woven, genuine Panama, handled with an originality that is the special genius of Knox, cooled for Summer comfort by small perforations under the grosgrain bands . . . Left, forward movement in the new visored brim, $8.75. Center, the cloche-type for sports, $5. Right, wide-brimmed, flattering and feminine, $10.75.

B. ALTMAN & CO., NEW YORK
L. BAMBERGER & CO., NEWARK
FREDERICK LOESER & CO.,
BROOKLYN

KNOX THE HATTER

452 FIFTH AVENUE, NEW YORK

AUTHORIZED AGENTS IN PRINCIPAL CITIES



CREATING A RIPPLE IN FASHION

Stehli's "LAUGHING WATER" of CELANESE*

"Laughing Water" captures the ripple and sheen of a sunlit lake. With Celanese yarn, Stehli weaves this fabric sensation of summer. Light plays on its surface, making it shimmer as you move. Two slim afternoon frocks in summer pastels reflect its spirited beauty. Left, with billowing sleeves . . . flower boutonnière. Right, soft shirring at shoulders.

Sizes
12 to 20

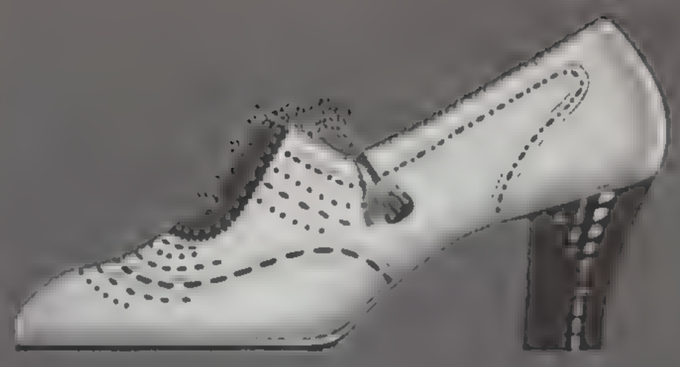
FRANKLIN SIMON & CO., New York and Greenwich • JOHN WANAMAKER, Philadelphia
MARSHALL FIELD & COMPANY, Chicago. *And at these stores:* H. P. WASSON & CO., Indianapolis, Ind.; SANGER BROS., INC., Dallas, Texas; KOHN FURCHGOTT'S, Jacksonville, Fla.; THE CROSBY BROS. CO., Topeka, Kansas; YOUNKER BROS. INC., Des Moines, Iowa; THE JENNY CO., Cincinnati, Ohio; FOLEY BROS. D. G. CO., Houston, Texas; HAROLD, INC., Minneapolis, Minn.; KLINE'S INC., St. Louis, Mo.; HOCHSCHILD-KOHN & CO., Baltimore, Md.; RUSSEK'S, Detroit, Mich.; THE MAY CO., Cleveland, Ohio; J. P. ALLEN & CO., INC., Atlanta, Ga.; NATHAN STRAUSS INC., Grand Rapids, Mich.; WORTH'S, Hartford, Conn.; H. P. SELMAN & CO., Louisville, Ky.; W. I. ADDIS CO., Syracuse, N. Y.; SOSNIK'S, Winston-Salem, N. C.; BON MARCHE, Sacramento, Cal.; CHASNOFF, INC., Kansas City, Mo. *Trade Mark Reg. U.S. Pat. Off.



MAYFAIR, $5

Spectator sports oxford in new soft-feeling rough leather. Also in brown. Sizes 2½ to 10; AAAA to C.

AMERICA'S SMARTEST WALKING SHOES GO PLACES COMFORTABLY



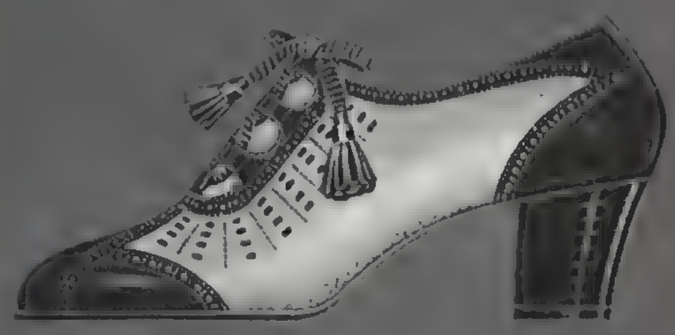
HAVANA, $5

Dressier spectator oxford with lacing trim. Tongueless. Also brown. 2½ to 10; AAAA to D.



FAIRWAY, $5

Ventilated moccasin for spectator or active sports. Also mauvette. 2½ to 10; AAAA to D.



YORK, $5

New version of the famous spectator ghillie in pigskin. Brown also. Sizes 4 to 9; AAA to C.



TRIXIE, $5

Unlined monk oxford with moccasin toe for "spectating." Brown also. 4 to 9; AAA to C.

WHEN THERE'S SPORT A-FOOT

GO PLACES COMFORTABLY IN *new* ENNA JETTICKS

$5 AND $6

SLIGHTLY HIGHER IN CANADA

Right in step with the fashion for out-in-the-sunshine activities . . . and white the very smartest color under the sun! Here are all the classic types of sports shoes, and no matter how long they follow the game or play it, your feet will keep up with your spirits. For Enna Jetticks are the shoes that assure you of comfort all day, day in and day out. See these and other sports and street shoes at your Enna Jettick dealer's where expert fitting is assured. Enna Jetticks to fit you . . . comfortably . . . in sizes 1 to 12, widths AAAAA to EEE.



Barbara Gould says:

"Scientific cosmetics and beauty treatments add youth and beauty to the face; but the way the foot is shod adds youth to the face and grace to the figure."

SHE WALKS IN YOUTH AND FASHION

WHEN SHE WALKS IN *Kid*



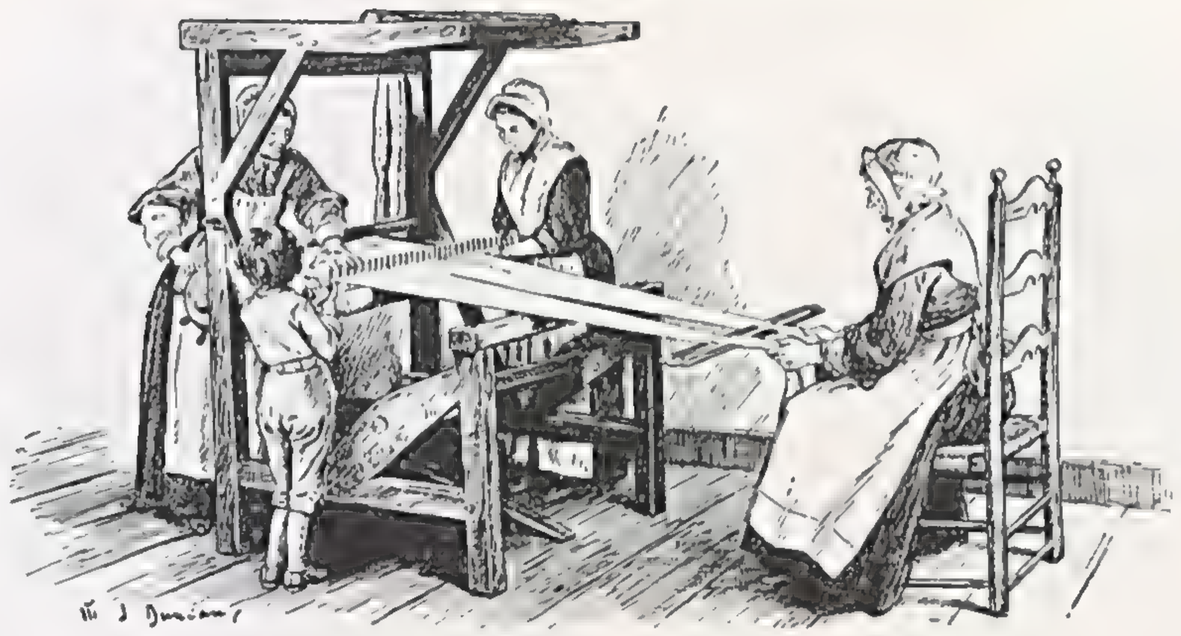
A silk-minded and very feminine Fashion insists on shoes of kid . . . for their dainty sophistication, their soft and flattering lines, their rejuvenating grace and ease. And Summer echoes Fashion's call; because kidskin is so light in weight, so porous and resilient that it is always cool and restful. Shoes illustrated; Strap sandal of white kid; three-eyelet tie of white perforated kid.

MARTIN-WEINSTEIN

BEAU MONDE Fine Shoes

NEW YORK

Beau Monde and Barbara Lee Fine Shoes Are Sold by Leading Retailers Throughout the Country



The only sheet in the World made by EQUI-TENSION

LOST ART OF THE HAND-LOOM WEAVERS



WAMSUTTA *Supercale sheets and pillow cases are packed in these handsome boxes with a new label in silver, green, and rust . . . A woven label indicating the width is sewn on the hem of each sheet*

IN *the old days a sheet was woven in long, narrow halves and hemmed up the middle. Hand-loom weavers had only two handfuls of "threads" to work with. It was easy for them to make sure that there was an equal pull on all of them — and so maintain a more uniform strength from one end of a sheet to the other. This closely watched evenness of tension was lost, to a certain extent, when hand work was replaced by modern, power-driven processes.*

Now, in the new *Supercale* sheets, Wamsutta has restored the Equi-Tension weave of a hundred years ago.

The result is a stronger, more even, and still finer sheet — the only one of its kind in the world. Ask to be shown Wamsutta *Supercale* so that you may see its marvelous clarity of texture for yourself. And here is good news, too. *Supercale* costs no more than the old Wamsutta Percale which it replaces!

You will find it in the stores where you have always bought Wamsutta.

WAMSUTTA MILLS, NEW BEDFORD, MASS.

Since 1846 . . . The Finest of Cottons

WAMSUTTA *Supercale* **SHEETS**

THE CORDASPUNS TELL A NEW YARN



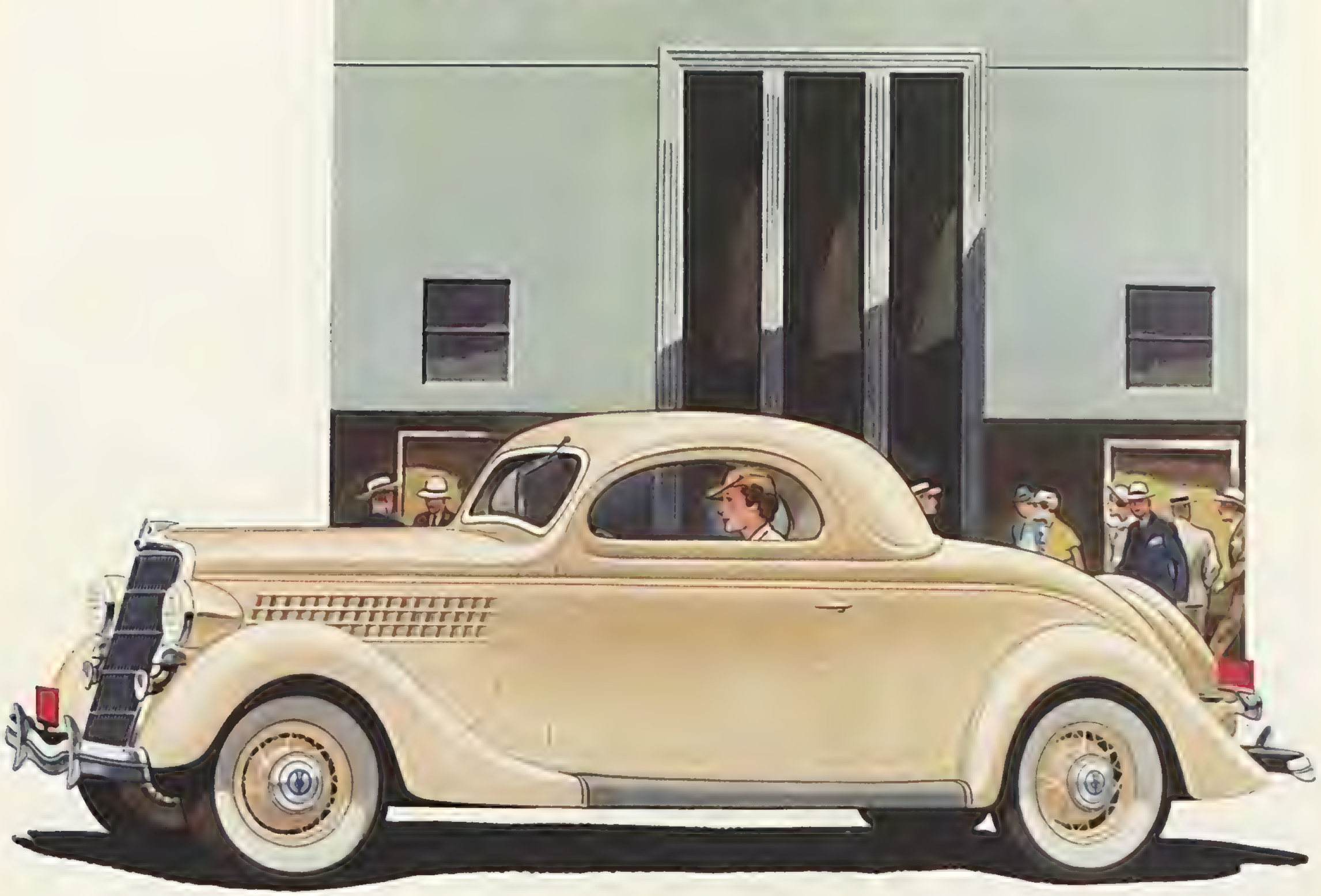
WHEN THE GREAT RODIER startled France with the beauty of his Sinellic, spun rayon became the discovery of the hour in weaving. Now the Cordaspuns do something quite as lovely for knitted fashions. Their yarn is Du Pont Rayon—spun to unbelievable softness. They are cool, because rayon is cool. And they pack perfectly. You could wear them for a summer without re-blocking. Left—Sizes 14 to 42 in mignon blue, chamois yellow, white, or tea-rose pink, $25.00. Right—Little pearl centimes at the throat are darling! Kelly green or red jumper over a white skirt. Also in classic all-white. Sizes 12 to 20, $29.95

DU PONT SPUN RAYON

DU PONT RAYON

FIRST IN THESE QUALITY FASHION SHOPS: E. T. SLATTERY CO. in Boston ... F. R. JELLEFF, INC. in Washington ... B. F. DEWEES, INC. in Philadelphia ... THE LINDNER CO'Y in Cleveland ... L. L. BERGER, INC. in Buffalo ... HARZFELD'S, INC. in Kansas City

A THOROUGHLY MODERN CAR



The Ford car has always meant dependable service and honest value. New times have given it further distinction. More and more, with each passing year, it becomes the symbol of progress and the newest, latest developments in automobile building. The Ford goes forward with the needs of the people. • The Ford V-8 *reflects that policy. It is thoroughly modern in every detail, with many exclusive improvements and advantages. Ford* V-8 *means a modern engine in a modern car.*

THE FORD V·8

U. S. RUBBER SWIM SUITS

the Swim thrill of '35





This is the famous U. S. Howland patented cap . . . watertight *absolutely*—and as smart a piece of beach millinery as ever topped a chic ensemble. "U.S." offers scads of other stunning models. You'll find one simply *made* for you.



Imagine *not* looking smart in this real fish-net "U. S." bathing shoe with the new Cuban heel! And it's just one model of the most appealing, most diversified line of beach footwear you'll find *anywhere*.

KREPE-TEX, that luxurious, crinkly-textured, gloriously-colored, fabric-like rubber now appears in the sleekest, smartest suits that ever brightened a summer beach. Kool-Tex—a daring new air-conditioned material—is actually patterned with perforations. It breathes!... And *listen!* Every Kool-Tex suit is reversible—the two-piece model actually gives you *four* color combinations.

These are the suits that have that thrilling *nothing-on-at-all* feeling... the suits with the gentle, persuasive control that keeps your figure slim and suave... Join the *smart* crowd that swims in rubber.

UNITED STATES RUBBER COMPANY — TRADE-MARK

Product of United States Rubber Company



FORBATH & REJANE

Kif-Kif appears on the Fashion horizon. A Crown Tested fabric success created by Duplan . . . tailored with effortless perfection, dramatized by gay polka dot tie, belt and buttons. Identified by the Crown Tag, "Sterling Mark" of the Fabric World, which stands for Wearing Satisfaction . . . Sizes 12-20 . . . . . Price 22.75.

BONWIT TELLER, New York City . . . . . MARTHA WEATHERED, Chicago . . . . . I. MAGNIN, California

"A FABRIC CONTAINING CROWN RAYON . . . IT'S TESTED!"



The beach is yours

in your new woven water wear

The form fitting and figure controlling effects the mode demands this season have been loomed right into these wonderful woven water wear fabrics in the weaving, by grace of "Lastex." Which, you know, is The Miracle Yarn that makes any woven or knitted material stretch and come back as desired. You'll find these suits at leading stores, in white and a riotous rainbow of colors, in skirted and maillot types or as bra 'n short, with wide variety of design and trimming. They hold their shape, as firmly as they hold yours, through wet and dry, are notably light and quick-drying. Ask to see swim suits in "Aquacord" and so on, as your fancy roams. "Lastex," 1790 Broadway, New York.

MADE WITH

Lastex REG. U. S. PAT. OFF. THE MIRACLE YARN THAT MAKES THINGS FIT



Before you go anywhere important, this summer, you really should make up your mind about the various different styles of sport shoes that you will need. The best place to do it is at any store where they can show you the new Arnold Authentics.

Please consider this a personal invitation, therefore, from all of the Arnold dealers, near and far. Many of them are listed below. If none of these is convenient, however, just write to our Department H and we shall be glad to tell you where you can find an Arnold dealer.

COME AND SEE *these Smartest of Sport Shoes*

ARNOLD *Authentics*

M. N. ARNOLD SHOE CO. SOUTH WEYMOUTH, MASS.

Some of the indispensables for a well-shod summer are illustrated here . . . They range, as you can see, from all-purpose shoes like the English ghillie and the classic Arnoldaire to gaily skittish new styles like the now famous Kitzbühel and thoroughly practical shoes for golf like Arnoldeagle.

All of these Authentics give you the unequalled comfort of the Arnold Glove Grip construction . . . and your choice of all the smartest colors and combination of leathers at $10.50 . . . Some Arnold Authentics are priced a little less.

Akron The M. O'Neil Co.
Albany E. A. Beaumont Co.
Ardmore Best & Co.
Atlanta J. P. Allen & Co.
Baltimore N. Hess' Sons
Birmingham Loveman, Joseph & Loeb
Boston Jordan Marsh Company
Boston Arnold Glove Grip Boot Shop
Bridgeport D. M. Read Company
Brookline Best & Co.
Buffalo Flint & Kent
Canton, Ohio Ira S. Halteman
Cedar Rapids Bailey Boot Shop
Charleston May Shoe Co.
Chicago Marshall Field & Co.
Chicago Stetson Shoe Shop
Cincinnati H. & S. Pogue Co.
Cleveland The Lindner Co.
Dallas Volk Brothers Co.
Dayton Elder & Johnston Co.
Denver The Gano-Downs Co.
Des Moines Wiltsey's Shoe Shop
Detroit Plunkett Brothers
East Orange Best & Co.
Fresno Neil White Co.
Garden City Best & Co.
Harrisburg Pomeroy's
Hartford G. Fox & Co.
Houston Krupp & Tuffly
Indianapolis L. S. Ayres & Co.
Iowa City Domby Boot Shop
Kansas City John Taylor Dry Goods Co.
Kalamazoo Gilmore Brothers
Lancaster, Pa. Shaub Shoe Store
Lexington, Ky. Wolf Wile Company
Lincoln, Neb. Miller & Paine
Los Angeles J. W. Robinson Co.
Louisville Byck Brothers
Mamaroneck Best & Co.
Memphis Levy's Ladies Toggery
Minneapolis The Dayton Company
New Haven Edward Malley Company
New Orleans Imperial Shoe Store
New York City Best & Co.
Northampton College Shop
Oklahoma City W. J. Pettee & Co.
Philadelphia John Wanamaker
Pinehurst Pinehurst Department Store
Pittsburgh Joseph Horne Co.
Port Arthur Guarantee Shoe Store
Portland, Me. J. E. Palmer Co.
Providence Gladding's
Rochester, N. Y. B. Forman Company
Sacramento The Bon Marché
San Francisco I. Magnin
San Francisco Frank Werner Co.
Scranton Gownley's
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Antique on Wheels

Girls arriving for a summer at Shining Mountain Camp, at Somers, on Lake Flathead in the Montana Rockies, will be met at the nearest railroad station by a glittering equipage pulled by four prancing horses. This latest acquisition of the camp is a five-seated tally-ho purchased from Glacier National Park, only twenty miles away. In the old days, it was used to convey visitors to the park over the uncertain mountain trails. Now, in a fresh coat of paint, it will, as in former times, be accompanied by four mounted cowboys.

Local Colour

Perhaps, when you go to England and visit Stratford-on-Avon, you would like to do something more than gape at Anne Hathaway's cottage and the tomb of the bard along with all the other tourists. The Shakspere Fortnight Hostelry has arranged four study sessions of two weeks each to be held in Stratford this summer. There will be a variety of courses, including speech training, reading and acting of Shakspere, and rhythmic movement, taught by distinguished English actors. And, of course, there will be the fine Shaksperian repertoire of the new theatre. It sounds like an unusually fine opportunity to study the work of the man who made Stratford famous.

Rangers

An interesting variation of the proctor system has been devised at Indian Mountain School, in Lakeville, Connecticut. The Rangers are a group of boys who, because of their good study habits, school spirit, and all-round good characters, are given certain privileges and responsibilities. Of course, the main danger with any group such as this is the abuse of power by the privileged. However, no boy can stay a Ranger at Indian Mountain without receiving a vote of confidence once a month. Although the boys make nominations, members of the faculty do the voting and thus keep a careful check on the group. To be a Ranger is the most highly coveted honour in the school.

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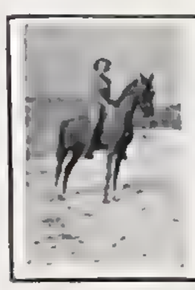
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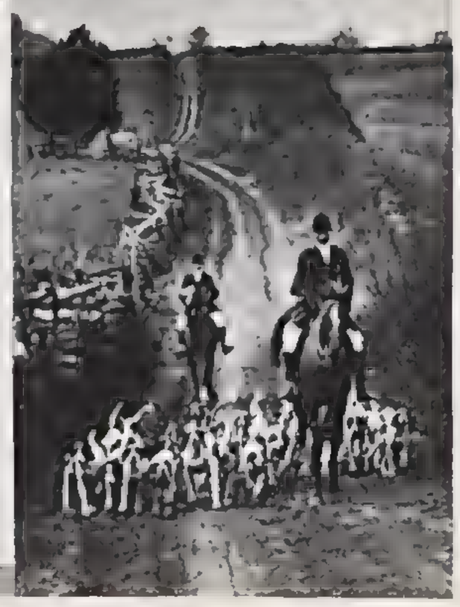


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W. H. ADAMS, R. H. FYFE & CO., *Detroit, Michigan.*

The new SLENDERIZED *Arch Preserver Shoes have been acclaimed everywhere as the "Shoe Sensation of 1935."*

"*EVERY* young woman with an eye for smartness and a longing for comfortable feet," says Ethel Shutta, one of radio's best dressed women, "will be thrilled with these new Selby *Slenderized* Arch Preservers. They have the lightness and slim grace of dress shoes—they're beautifully and correctly styled—yet they give marvelous support at every step."

Slenderized Arch Preservers, with the new slender form of the featherweight Selby Arch Bridge, bring to busy feminine feet every exciting new fashion—every important new color—all the lightness and flexibility of true style shoes. Yet they offer the same scientific comfort and restful support for which regulation Arch Preservers have long been famous. Visit your nearest Selby dealer soon—see for yourself how much smarter, how much *younger, Slenderized* Arch Preserver shoes really are. Phone Western Union for the name of your nearest Selby Arch Preserver dealer.

Selby

Prices, $9.00 *to* $12.50
(SLIGHTLY HIGHER WEST OF THE ROCKIES)

SLENDERIZED ARCH PRESERVER SHOES

THE SELBY SHOE COMPANY PORTSMOUTH, OHIO MAKERS OF ARCH PRESERVER SHOES FOR WOMEN

In Canada SELBY SHOES LTD., MONTREAL
In Australia SELBY SHOES LTD., SYDNEY
In England MANFIELD & SONS LTD., NORTHAMPTON
For Misses and Children GREEN SHOE CO., BOSTON, MASS.
For Men E. T. WRIGHT & CO., ROCKLAND, MASS.

Wake up some morning in Bali



Photo by Branson De Cou

How would you like to wake up some morning next Winter in your own luxurious apartment, complete with every facility for comfortable living . . . then step out on the shores of incredible Bali, last exotic stand of simple nature?

Then cruise on to new thrills, new adventures? And between strange ports, amuse yourself with real tennis on a full-size court, swimming in a spacious pool, and the varied entertainments that can be offered only on a ship like the *Empress of Britain* . . . the largest liner that ever went around the world?

That is exactly the way this cruise takes you to eight Mediterranean cities, through ancient Egypt and fabulous India, via the Malacca Straits to Siam, Cambodia, and Java...up into China and through Japan ...and home by way of Hawaii, the Panama Canal, and the West Indies.

The cruise sails from New York, January 9. 130 days. 31 ports. Fares from $2150. Apartments with bath, from $3800. Both include standard shore programme. Better see YOUR TRAVEL AGENT *now* or any Canadian Pacific office: New York, Chicago, San Francisco, Washington, Montreal, and 32 other cities in the U. S. and Canada.

P. S. For a shorter cruise, take the *Africa-South America Cruise.* 23 ports. 95 days. *Empress of Australia.* From New York January 25. Fares from $1350 (rooms with bath from $2350), including standard shore programme.

Empress of Britain

WORLD CRUISE

Canadian Pacific

Carolyn

HAD CRYSTAL DESIGN YOUR SUMMER SPORTS FROCKS IN A NEW AIR-CONDITIONED FABRIC

12.95

David Crystal, leading personality in the American sports couture, designed these frocks especially for Carolyn. This accounts for the originality of the new washable air-conditioned fabric—Hi Li by name. It explains the mystery of the ingenious lines, cut to tell white lies about your figure. One glance will tell you that one of these is your own and your initials upon the buckle or button confirm this pleasant fact. Just another evidence of the utterly different wearables to be found under the Carolyn label. ★ For the name of the store in your city that carries them, write to National Modes, Inc., 128 West 31st St., N. Y. C.



★ *Carolyn Modes are Sold Exclusively by:* ARNOLD CONSTABLE, New York, N. Y. ★ **Auerbach's**, Salt Lake City, Utah ★ **Best's Apparel, Inc.**, Seattle, Washington ★ **John A. Brown, D. G. Co.**, Okla. City, Okla. ★ **Brown-Dunkin Co.**, Tulsa, Oklahoma ★ **Burger-Phillips**, Birmingham, Ala. ★ **The Fashion**, Columbus, Ohio ★ **Foley Bros.**, Houston, Texas ★ **The Hecht Co.**, Washington, D. C. ★ **Hale Bros.**, San Francisco, Cal. ★ **The Mabley & Carew Co.**, Cinn., Ohio ★ **John G. Myers Co.**, Albany, N. Y. ★ **Pfeifers**, Little Rock, Ark. ★ **Popular Dry Goods Co.**, El Paso, Texas ★ **Rich's**, Atlanta, Ga. ★ **Schleisner Co.**, Baltimore, Md. *and in 62 other stores from coast to coast.*

"Only in Kotex can you find these 3 satisfying comforts"

CAN'T CHAFE... CAN'T FAIL... CAN'T SHOW

"Three exclusive features solve three important problems every woman faces. I explain them to you here because there is no other place for you to learn about them."

Mary Pauline Callender

Author of "Marjorie May's 12th Birthday"



CAN'T CHAFE...

To prevent all chafing and all irritation, the sides of Kotex sanitary napkins are cushioned in a special, soft, downy cotton. That means lasting comfort and freedom every minute Kotex is worn. But, mind you, sides *only* are cushioned . . . the center surface is left free to absorb.



CAN'T FAIL...

There is a special center layer in the heart of the pad. It has channels that guide moisture evenly the whole length of the pad—thus avoids accidents. And this special center gives "body" but not bulk to the pad in use... makes Kotex keep adjusting itself to every natural movement. No twisting. The filler of Kotex is actually 5 *times* more absorbent than cotton.



CAN'T SHOW...

Now you can wear what you will without lines ever showing. Why? Kotex ends are not merely rounded as in ordinary pads, but flattened and tapered besides. Absolute invisibility always. No "give away" lines or wrinkles . . . and that makes for added assurance that results in peace of mind and poise.



● I've always felt that the real facts on this intimate subject were withheld from women. So here I present information every woman should know.

I realize that most sanitary napkins look pretty much alike. Yet they aren't alike either in the way they're made or in the results they give. For only genuine Kotex offers the 3 exclusive advantages I explain on this page—the 3 features that bring you women the comfort and safety you seek.

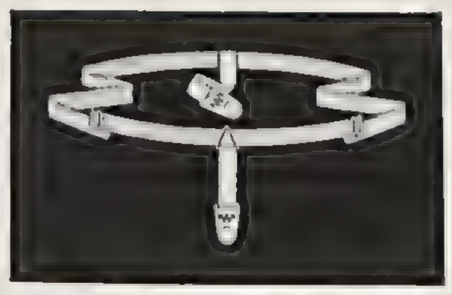
And did you ever look at it this way? With Kotex now costing so little and giving so much, there's really no economy in buying any other kind.

5 times as absorbent

Did you know this? The Kotex absorbent Cellucotton (not cotton) is 5 times as absorbent as cotton. It is the identical absorbent used in the majority of our leading hospitals.

If you require extra protection you will find Super Kotex ideal. For emergency, Kotex is in West Cabinets in ladies' rest rooms.

NEW ADJUSTABLE BELT REQUIRES NO PINS!



No wonder thousands are buying this truly remarkable Kotex sanitary belt! It's conveniently narrow . . . easily adjustable to fit the figure. And the patented clasp does away with pins entirely. You'll be pleased with the comfort . . . and the low price.

WONDERSOFT KOTEX

Try the New Deodorant Powder Discovery . . . QUEST, *for Personal Daintiness.* Available wherever Kotex is sold. Sponsored by the makers of Kotex.



...Tom Boy Play Clothes...so chic, so comfortable...

so low in cost for smartly tailored effects. Made of Genuine Lorraine Shir-O-Shakkar, the name warrants the fabric integrity. Tubs without ironing ...won't shrink or fade.

LEFT: **Tom Boy frock for active sport, or spectator sport, in both dull tones and gay checks. The ascot tie and big buttons are characteristic touches. Sun back, of course . $5.00**

RIGHT: **Genuine Rob Roy checks in a Tom Boy sun back dress ...vivid two-tone colorings in a large assortment of color combinations . . . $5.00**

SIZES: **Juniors' 11-19, Misses' 12-20, Women's 34-40**

SOLD AT: **Best & Co., New York**
Marshall Field, Chicago
OR FAVORITE STORE IN YOUR CITY

Made by STRAUS, ROYER & STRASS, Inc.
Baltimore, Md.





VANITY FAIR'S PORTFOLIO OF MODERN FRENCH ART

half sold out on publication date

PLACE your order immediately if you wish to have one of these Portfolios . . . half the American edition was snapped up by advance order. The rest are going fast.

Brilliant color reproductions of Vanity Fair's Modern French Art series . . . 39 color prints . . . 31 painters . . . 39 historical notes . . . 7-page study of the rise of the movement by the famous English critic, R. H. Wilenski. All in marvelous color, printed on heavy satiny paper, 12″ x 14½″ with wide margins. Suitable for framing. In handsome portfolio. The engravings alone cost $17,000. You pay $12.

The artists: David, Ingres, Delacroix, Corot, Degas, Manet, Monet, Renoir, Toulouse-Lautrec, Forain, Cézanne, Seurat, Van Gogh, Gauguin, Rousseau, Bonnard, Matisse, Redon, Picasso, Braque, Rouault, Derain, Modigliani, Chirico, Dufy, Segonzac, Pascin, Kisling, Laurencin.

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I enclose $12 for Vanity Fair's Portfolio of Modern French Art

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Bon voyage . . .
Natural color photograph . . . First Class stateroom, S.S. LURLINE, taken immediately prior to departure from San Francisco for Hawaii.

STEICHEN

Hawaii ☆ South Seas ☆ Australia

VIA MATSON LINE

Low fares . . . giant NEW ships . . . express speed . . . enchanted route. Personally escorted tours to Australia via *Hawaii, Samoa, Fiji and New Zealand.* ☆ *Secure* interesting literature *free* from your travel agent, or: MATSON LINE-OCEANIC LINE · NEW YORK · CHICAGO · SAN FRANCISCO · LOS ANGELES · SEATTLE · PORTLAND.

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S. S. LURLINE · S. S. MARIPOSA · S. S. MONTEREY · S. S. MALOLO

"Blazer Bodice"
Streamline grace in a Two-piece suit - solid color trunks and blazer striped upper — $5.95

"Bib Front"
"Gulf Stream" stitch with fashioned uplift and contrasting straps adjusting to new high-neck "bib" front — $6.95

"Accordion Rib"
B.V.D.'s new accordion stitch in smart full-fashioned Maillot model with adjustable neckline — $10.00

"Sea Satin"
A shimmery satin-like Lastex fabric that shapes and holds the figure perfectly — $9.95 — Also in skirted model

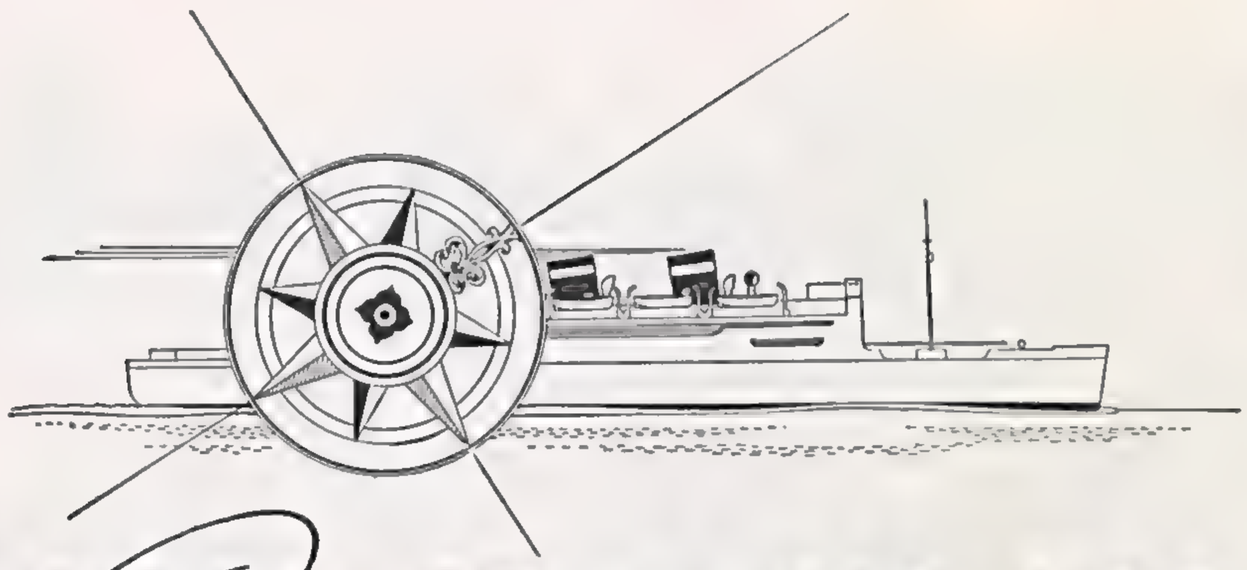
"Builder Upper"
the self-service uplift brassiere makes you the sculptor of your own silhouette — $8.95

Caste — on the Modern Beach by B.V.D.

REG. U. S. PAT. OFF.

Beauty reigns on the modern beach! And from every sea breeze, every swooping gull and every bronzed goddess you'll hear the credit line, "*Thanks to the Swim Suits of B. V. D.*" ● Their lovely colors flash against sun-tanned arms and legs like jewels. They're as much a part of their owner's anatomy as her eyelashes. And from their evening gown backs to their fashioned bodices, they know every dressmaker art and artifice to streamline, to shape and to silhouette. ● From Nassau, from Bermuda, and from all the swimming South come tidings of their triumphs. Wherever you go this Summer you'll find the seas and sands decked and adorned by B.V.D. The B. V. D. Company, Inc., Empire State Building, New York. Also made and sold in Canada.

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A PEEK AT YOUR PLEASURE

Cruising to California on the largest liners

$185 FIRST CLASS

CRUISING—in the smart Panama Pacific manner—is a delight from sailing day on! The moment you board a luxurious 33,000-ton Panama Pacific liner your pleasure begins.

A day and a half out of New York and a summer sun drenches your being . . . smiles down upon you as you frolic or relax on broad decks. Soft sea breezes refresh you. Salt water pools invite you to swim and suntan. Delicious meals are doubly enhanced by air-cooled dining salons. Panama Pacific liners are the *only* intercoastal ships with this modern feature! Spacious cabins—all outside—are a real thrill. Pre-release talkies and dancing brighten tropic nights.

En route, a fascinating visit at Havana, a delightful city of gaiety and charm. Then a daylight passage of the spectacular Panama Canal, with enchanting hours ashore at curious Balboa and old Panama . . . shopping at native marts. San Diego—the gateway to Mexico—is next, followed by Los Angeles and the greatest thrill of all—San Francisco's Golden Gate!

13 glorious days from east coast to west coast—or as many more as you desire. Stopovers granted at all ports. New reduced First Class fare—$185. Tourist Cabin from $120. Round trips by sea for a fare and a half. Apply to your travel agent. His services are free.

"NEW STYLE" TO EUROPE

Modern American twins, *Washington* and *Manhattan*, offer amazing comforts and luxuries at fares exceedingly modest. To Cobh, Plymouth, Havre and Hamburg. UNITED STATES LINES.

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RINGING THE CASH REGISTER!

You see many quaint and curious sights en route at such foreign ports as Havana, Balboa and Panama. Here is a native boy in Panama energetically selling gaily colored, finely woven baskets that prove popular with travelers.





PANAMA PACIFIC LINE

Associated with American Merchant, Baltimore Mail and United States Lines to Europe; Panama Pacific and United States Lines Cruises.

Main Office: No. 1 Broadway, New York

AIR-COOLED DINING SALONS!

The supreme travel luxury! An exclusive *feature in this service!*

•

TWO OUTDOOR SWIMMING POOLS!

Another exclusive *feature! No crowding.* Comfort—*even in swimming pools!*

•



Rooted

"Lights burning bright, sir—all's well!" Every half hour throughout the night comes the lookout's cry from the crow's nest—a formula as ancient and inspiring as the challenge to King George's Keys in the Tower of London.

Their Majesties drive through London. The state carriage is preceded by outriders and postilions, with Yeomen of the Guard and Horse Guards bringing up the rear. Royal Processions, pageants, tournaments, festivals and reviews crowd the calendar of Silver Jubilee Year.

in tradition...

SEE

Great Britain

IN JUBILEE YEAR —



Morning ritual in Cunard White Star ships...flags and ensign rising in unison. Here Third Officer Gleave watches as the Berengaria's house flags, rolled tight, are raised to the main truck. As they reach the top, the bugler sounds "Colours" and the quartermaster "breaks" them out.

THRILL to the pomp and circumstance of Britain celebrating the 25th anniversary of his Majesty King George's reign. You'll find inspiration there, sense a strong and timeless heritage behind the beauty of the pageantry.

Aboard Cunard White Star ships, too, you'll recognize this heritage. The devotion, the discipline that keeps so straight the Horse Guards' line at the "Trooping of the Colour", also makes even a seaman's splicing of rope something more than an individual's job. The lookout's cry, the lamptrimmer's report at sunset, the changing of the watch on the bridge . . . such routines are in a sense a practical equivalent of Britain's resplendent ceremonies. They are all rooted in tradition.

Next sailings to Great Britain and all Europe: FIRST CLASS in the Majestic, Berengaria, Aquitania, May 24, 30, June 7, 13. CABIN from New York, Boston, Montreal and Quebec . . . the famous motor liners Georgic and Britannic lead the vast fleet, sailing to Ireland, England and France, May 18, June 1, 15 and 29. For sailing schedules and information on special Jubilee Tours, consult your local travel agent ...or any office of Cunard White Star Line, or 25 Broadway, New York.

CUNARD WHITE STAR

CALIFORNIA

Arrowhead Springs

Arrowhead Springs Hotel. All sports. Reasonable rates. New health rewards your visit in this restful, charming, modern Spa.

Yosemite National Park



The Ahwahnee and Half Dome

Summertime in Yosemite—California's greatest scenic holiday—should include The Ahwahnee. Yosemite Falls from one window . . . . Half Dome from another . . . . Glacier Point from another . . . . you're surrounded by world-known grandeur! All of the old vacation diversions and many new ones to be found only in Yosemite. For illustrated folders write to Dr. Don Tresidder, Manager.

COLORADO

Denver

Brown Palace Hotel. Your "gateway stop" to the Rockies. A resourceful hotel . . . in comfort, cuisine, amusements, and dependable travel data.

Parshall

Buckhorn Lodge. Ranch in heart of Rockies on Colo. River. Excellent cuisine. Exclusive clientele. Fishing, riding, outdoor sports. American Plan.

CONNECTICUT

Old Lyme

Boxwood Manor Inn. The delight of flower lovers. Quiet comfort. Golf, saddle horses, ocean bathing. A long pleasant Summer, May 15th to October 15th.

DISTRICT OF COLUMBIA

Washington

Annapolis Hotel. 400 outside rooms, 400 baths. Close to shopping district and Government Bldgs. From $2.50 single; $4. double. H. H. Cummings, Mgr.

The Raleigh Hotel. New management. Across Pennsylvania Ave. from new Government Buildings. All rooms with tub & shower. $3. one, $5.-$8. two. E. P.

The Willard Hotel. Prestige brings the discriminating traveler here and hospitality holds him happily. $4. one, $6 two up.

MAINE

Belgrade Lakes



The Belgrade

Is your hobby Golf, Fishing or the beauties of the great out-doors? We have an interesting Golf Course on our own grounds. This section is famous for all season Black Bass, Salmon, Trout and White Perch Fishing;—there are no disappointments! All Water Sports and Picturesque State Roads in all directions. Select Clientele. Opens June 20. Lawrence B. Hill, Manager.

Gerard

Spencer Lake Camps. The ideal vacation. Individual cabins. Meals in general dining room. Our own dairy, gardens, hennery. Excellent fishing. Booklet.

Moosehead Lake



The Mount Kineo

The Mt. Kineo on Moosehead Lake, Maine, and The Samoset, Rockland, Maine, on Penobscot Bay—2 famous Maine Hotels. Golf, tennis, riding, swimming, dancing, water sports. Large airy rooms, every modern appointment, excellent New England cuisine. Cocktail Lounge. Moderate rates. Write John W. Greene, 223 St. John St., Portland, Maine, for information.

Ogunquit

Sparhawk Hall. At the salt water's edge. Surf bathing. Golf, tennis, fishing, saddle horses. Orchestra. Sprinkler system. Elevator. June 29-Sept. 10.

MAINE (Cont.)

Portland

Ye Longfellow Inn. 130 Eastern Promenade. Overlooking Casco Bay. Free golf at Riverside Golf Course, 18 holes. Tennis & bathing 3 minutes walk.

Prout's Neck

The Willows. Distinctive seashore resort. Friendly hospitality, splendid meals. Rates reasonable. Climate ideal. Golf, tennis, yachting, bathing.

Rangeley Lakes



Rangeley Lake Hotel

The delightful atmosphere of this outstanding resort hotel appeals to the most discriminating. References required. Fine Golf Course on our 200-acre estate. All outdoor amusements. Orchestra. Dancing. An elevation of 1600 ft. assures a perfect summer climate and freedom from hay fever. One of the best airports in the east, also sea and hydroplane landings.

York Harbor

The Marshall House. Right on the ocean at York Harbor. A beautiful setting for a perfect vacation. All sports. Emerson House and cottages. Booklet.

MASSACHUSETTS

Beach Bluff, Swampscott

Hotel Preston. On the ocean front of the famous North Shore. Cool. Select. Private Bathing Beach. Golf. Grinnell Sprinklers. American Plan.

The Berkshires

Ideal for your vacation. Golf, boating, tennis and all sports. For information and booklet write: Berkshire Hills Innkeepers Association, Dalton, Mass.

The Berkshires—Great Barrington

The Berkshire Inn. In connection with Olde Egremont Tavern, South Egremont. Golf, riding, swimming. Trails over 3000 acres. Bklt. Hugh Smiley.

The Berkshires—Lenox

Curtis Hotel. A resort hotel of brick and stone. American and European Plans. All forms of out-of-door recreation. Elevation 1300 feet.

The Berkshires—Pittsfield

Hotel Wendell. Accommodates 650. Fireproof; modern. Single rooms without bath $2.00 up; bath. $3.00 up. Golf nearby. N. A. Campbell, Manager.

The Berkshires—Williamstown



The Greylock

In the beautiful Berkshire Hills at the western end of the famous Mohawk and the beginning of Taconic Trails. 165 rooms. Electric elevator. Steam heat and large open fires. Fireproof garage. Exceptionally fine 18 hole Golf Course. Swimming Pool. Tennis. The personal management of Henry W. T. Dutton guarantees the highest standards of service. May to November.

Boston

Commander Hotel, Cambridge. Across the Common from Harvard. Colonial atmosphere amid historic surroundings. Excellent meals. Moderate prices.

Cape Cod—Falmouth Heights



Terrace Gables and Cottages

On a bluff overlooking Vineyard Sound. Fine sandy beach; warm bathing, average temperature of water 72°. Fishing, Sailing, tennis and many golf courses. Plenty of Fresh Sea Food. The fine hospitality, efficient service and informal atmosphere of this delightful resort assures a vacation in which sports, fascinating amusement and rest are ideally combined.

VOGUE'S

MASSACHUSETTS (Cont.)

Cape Cod—West Harwich-By-The-Sea



The Belmont

Where the pines meet the ocean on Cape Cod's delightful South Shore, this famous seaside hotel nestles at the edge of its own private beach—a beach fringed with clear, clean salt water averaging 72 degrees. A splendid family hotel offering a diversity of recreational features—symphony and dance orchestra. May we send you literature?

Gloucester on Cape Ann

Hawthorne Inn and Cottages. Known for its location, health spring, hospitality and food. All sports. Golf. "Cape Ann Trail" and Booklet on request.

Magnolia



The Oceanside and Cottages

The coolest, most beautiful spot on the North Atlantic. Private bathing beach. All outdoor sports. Four championship tennis courts. Golf. Our own theatre, including in the cast many well-known players of the country. Carefully restricted clientele. Opening for 56th season on June 22nd. George C. Krewson, Jr., President.

Nantucket Island—Nantucket

Ships Inn. Built in 1820. Modern annex. Attractive rooms with private bath or running water. Restful atmosphere. American Plan. Rates on application.

Nantucket Island—Siasconset

Beach House. In picturesque Siasconset. Modernly equipped 100 room hotel. Ocean view. Wide stretch of moors. All outdoor sports. Amer. & European Plan.

Northampton

Hotel Northampton and Wiggins Old Tavern. An Inn of Colonial Charm. $2.00 up. Excellent food. Antiques. When in Springfield: Hotel Stonehaven.

Swampscott



New Ocean House

Situated on the historic North Shore, where the New England coast is most picturesque. Ideal seaside and country environment. All recreational features, including golf, tennis, fishing, riding and yachting. Private bathing beach. Comfortable and luxurious accommodations. The best in service and cuisine. Rates considerate. Booklet. Clement Kennedy, President.

MISSISSIPPI

Pass Christian

Inn By The Sea and Cottages. Always open. On private bathing beach. All sports. Paved roads. Climate ideal. Near New Orleans.

NEVADA

Lake Tahoe

Glenbrook Inn and Ranch. On most famous lake in West. Excellent golf, motoring, lake and mountain sports. One hour from Reno. Elev. 6225 feet.

ATLANTIC CITY

Convention Hall will house Atlantic City's Third Annual Horse Show from May 15 to 18 inclusive. Things are always done in a big way at this famous resort, and the horse show is no exception. Flowering shrubs, trees, gardens, and even a brook will be brought into the Auditorium as a background for the competition of more than a million dollars' worth of horse-flesh. Because of the growing interest in the event, a hundred additional stalls have been provided this year.

The Horse Show Ball, most important of the accompanying festivities, will be held at the Hotel Traymore, and the "Get Away Party," which celebrates the ending of the show, will be held in the Submarine Grill of the same hotel.

INTERLUDE

The way to enjoy life is to take it piecemeal. Don't buy your season's clothes at one sit-and-standing. Don't decorate your house on a single bill. Don't do all your summer travelling at one fell swoop, no matter how much you feel the budget needs pampering.

Of course, you're going away later, for a long time. But, in the meantime, try an interlude right now. If you're in the mood to go with the crowd, you'll think of the bigger resorts that are going full blast al-

NEW HAMPSHIRE

Portsmouth



The Wentworth by-the-Sea

A delightful summer home late June to early September. Old in its hospitable charm; modern in its appointments. Privately owned facilities for entertaining relaxation. Golf, tennis, ocean swimming pool, etc. Write for illustrated folder containing complete information and map.

White Mountains—Crawford Notch



Crawford House at Crawford Notch

For half a century the objective of discriminating travellers. Every modern comfort and unlimited outdoor things to do. Golf, tennis, riding, swimming, boating, mountain climbing. Orchestra of Boston Symphony players. Typical of what a resort in the mountains should be! Season June 29th to October 1st. Barron Hotel Company, William A. Barron, President.

TRAVELOG

ready—of Virginia Beach—of Atlantic City—or of your personal pet among the central shore resorts. And there you'll be gayer than gay.

But, if you want beauty without so much humanity mixed in, you'll go where the rest won't go till later. How about recapturing the authentic spring thrill in New England? New Hampshire is at its loveliest now—yes, truly. And so are the White Mountains. If you want to go still further north, how about Maine or even Canada? If you haven't seen the green waves break over the forests around Quebec, and the *habitants* get out and paint the ends of their houses like young bonbons, and the Corpus Christi procession winding like a celestial rainbow through those grey old streets lined with Christmas-tree boughs—well, maybe that's just what you've lacked.

BADMINTON

P-n-ng . . . . P-n-ng . . . . faster and faster goes the bird—back and forth—this very ancient game of Battledore and Shuttlecock, with its modern name of Badminton, is enjoying an important revival of favour and an even greater development in technique of late. Mr. Jess Willard (not to be confused with the one-time boxing champion) is chiefly responsible for the latter. We are led to believe, incidentally, from the recent movie (Continued on page 30)

NEW HAMPSHIRE (Cont.)

White Mountains—Sugar Hill



Hotel Lookoff

"The House with the View." Commands an unobstructed view of the Presidential, Franconia and Dixville Ranges and the Green Mountains. Orchestra. Modern equipment. Elevator service. A sporty nine-hole golf course on our hotel grounds, free to guests. Tennis. Saddle Horses. Restricted clientele. No hay fever. Booklet. Opens June 29.

White Mountains—Sugar Hill



Sunset Hill House

"A Famous Hotel in the White Mountains." Location unexcelled, commanding view of all prominent peaks. Golf course on our grounds, free to guests. Tennis, Saddle Horses. Orchestra for dancing and daily concerts. Steam Heat. Elevator. Vegetables from our garden. American Plan. Accommodates 300. Open late June into Oct. Housekeeping Cottages. Individual garages.

NEW HAMPSHIRE (Cont.)

White Mountains—Dixville Notch



The Balsams—On Lake Gloriette

4600 acre private estate. Golf on 18-hole championship course, tennis, swimming, cabañas, riding, canoeing, shooting, polo, bowling, dancing, archery, movies, two orchestras, special facilities for children. No Hay Fever. Rates $6-$14 per day with meals. Restricted clientele. "Ask Mr. Foster." Frank Doudera, Pres., Mark Whitman, Mgr. N. Y. Office 500-5th Ave. PE. 6-8218.

White Mountains—Franconia

McKenzie's. 400 acre estate. Golf course. Trout-fishing. Swimming pool. Wooded trails. Huge fireplaces. Open all the year. Booklet.

Peckett's-on-Sugar Hill. A resort appealing to discriminating people desiring a cuisine, service and clientele which is internationally renowned.

White Mountains—Jackson

Eagle Mountain House. Inspiring location. 600 acre estate. Golf, tennis, riding. Swimming. Trout fishing. Complete sprinkler system. June 15-Oct. 15.

White Mountains—Waterville Valley

Waterville Inn and Cottages. Old established Inn. Beautiful White Mt. location. Golf, tennis, brook fishing, swimming. Fifty miles of trails. Open all year.

White Mountains—Whitefield



Mountain View House

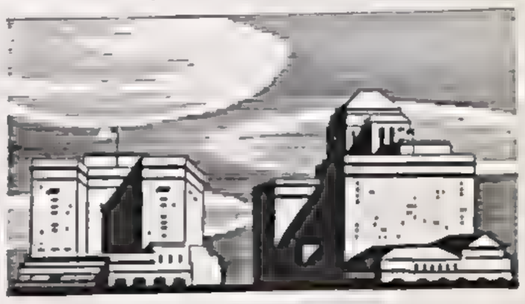
Dignified and charming in its setting among New England's famous peaks in the glorious White Mountains. A private estate of 3000 acres offering every outdoor sport including golf, polo, tennis, swimming and canoeing. Our maintenance of the highest standards has consistently attracted a selected clientele. Season June 15—October 15. W. F. Dodge & Sons, Proprietors.

NEW JERSEY

Asbury Park

The Hotel Monterey. Directly on the ocean, 350 rooms. American & European Plans, moderate rates. B. Alexander Wall and Stanton U. Kohler, Managers.

Atlantic City



Chalfonte-Haddon Hall

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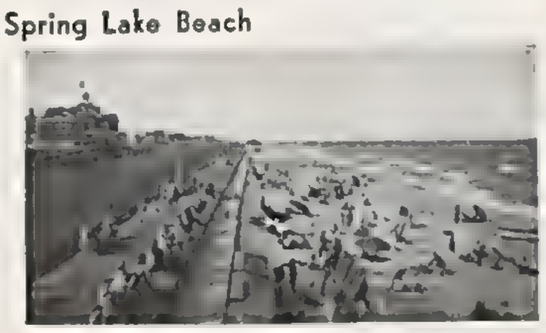
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VOGUE'S TRAVELOG

(CONTINUED FROM PAGE 29)

"shorts," that this is no sissy game, despite its high-falutin' name, but requires three times the physical stamina of tennis.

The Arrowhead Springs Hotel at California's famous spa, besides being well known for many other diversions, is a centre for Badminton and has done much to promote the popularity of the game. The aforementioned Mr. Willard, National Champion, will be on hand for the annual tournament later this month.

A FISH STORY

Here comes mid-spring and, for many, the perennial itch of that great sporting disease, Fishing. This fine old hobby has been somewhat neglected by this column, with the thought that fishing generally means just fishing and, therefore, the attendant unhappiness of one or the other member of a family who would prefer golf or tennis now and then.

But, hail, ye fishermen, start selecting your new lines and oiling your reels and sprucing up your flies. Up on the Canadian border—but still in New England—are fishing resorts, particularly in the Averill Lake section of northeastern Vermont (for example, well-known Quimby's Cold Spring Club, which has done so much to promote the sport), where a great many other amusements are also available. Tennis, Archery, Baseball, Water Sports, Sailing, and Riding, with frequent tournaments in each of these, are among those offered. So pack off your family and get right at this year's finny campaign, safe in the assumption that your relatives are enjoying themselves, each in his own way.

Nor is this neck of the woods too far from civilization to be inaccessible, nor too near to afford superior quarry. The brook-trout number many 1½ to 3 pounders; landlocked salmon frequently tip the scales from three to eight; and one grandfather lake-trout once weighed-in at twenty-five, leaving lots of children and grandchildren—little fellers—at eight to eighteen. The ice should be out about now. What's that—goin' fishin'?

WHITE SULPHUR POLO

Three years ago, there wasn't any organized polo at White Sulphur Springs, West Virginia. Now, polo is a major sport, ranking with golf and tennis. The season opens about the middle of May, and games will be played every third Saturday and Sunday throughout the summer and autumn. Matches have been scheduled between the Greenbrier Polo Club and many important teams from the East and Midwest. Last year, the local defenders won eleven out of their twenty-one games. Pretty good for a two-year-old!

JUST TO KEEP POSTED

TENNIS: Colony Tennis Tournament, Hot Springs, Virginia, May 22 to 25.

DOG SHOW: Morris and Essex Kennel Club Dog Show, Giralda Farms, Madison, New Jersey, May 25.



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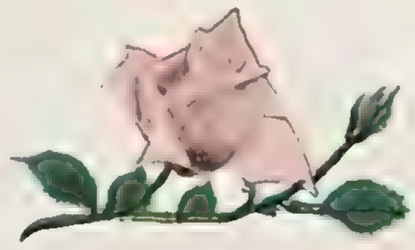
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Vogue Covers

Vernal



• Spring is here at last, though the hurdy-gurdy is fading out of existence for lack of new licences. The circus has come and gone. People are back from the South and are excitedly embarking across the water for the Jubilee. Major League baseball has started. The racing season opened with the Paumonok Handicap at Jamaica. Three weeks ago, a commercial air-liner made a test flight from San Francisco to Honolulu in seventeen hours and forty-five minutes. Now I am told that it is quite within the realm of possibility that we shall be flying around the globe in the space of twenty-one days before the year is over. What's more, one of the scientific prophets in the American Chemical Society says that it will be only a thousand years till we'll travel from planet to planet, stop growing old at will, and substitute television for visiting (what a break!).

Bowling

• Spring affects people in many different ways. With some, it attacks the heart; with others, the arms and legs and body. As to the heart, I don't know, because mine is like a hotel—winter or summer. But the physical effect takes many forms that I can discuss more freely and even with authority. This spring, bowling has become the outlet for excess energy and as such has become tremendously popular. On Long Island weekends, when rain stops golf and outdoor tennis, the bowling-alleys in the small towns have become increasingly popular. Aside from being a good all-round exercise encouraging great skill, bowling is excellent for the figure. You can conveniently indulge in the sport right here in town. If you are on a Broadway binge, drop in at the Capitol (1680 Broadway). Or, if you're doing a Park Avenue, there are the Grand Central Bowling Alleys at 40 East Fortieth Street.

Headgear

• Another physical effect of this spring is on the hats of the women. Despite the general impression that the new spring hats are perfectly useless articles, they are in truth becoming increasingly practical. They look like window-boxes and, when not being worn, may well be placed upon window-sills or dining-room tables to take the place of flower-pots or centrepieces. Personally, I enjoy the rather chipper look which these hats give the women, making even the dullest among them seem gay and faintly interesting.

Modern French art

• Here is the perfect gift—one that will long be appreciated. Vanity Fair has at last brought together, in portfolio form, thirty-nine brilliant colour reproductions of famous canvases by the leading modern French painters. The Portfolio shows the work of thirty-one painters—men ranging all the way from David, Ingres, Daumier, Courbet, Delacroix, and Corot—the root sources of Modern French Art—through the great Impressionists, Manet, Monet, Degas, Renoir, and on through Cézanne, Seurat, Gauguin, and Van Gogh. Matisse, Picasso, and the other great contemporary modernists are represented.

The Portfolio is twelve by fourteen and a half inches in size. Each print has wide margins and is ready for framing. Similarly, the plates are all



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the town

accompanied by critical and biographical notes. The Portfolio also contains an article by R. H. Wilenski, of London, explaining the history of modern French painting, as well as a bibliography of the entire modern movement in France and a list of the principal American collectors. The Portfolio will be of great value to those who wish to decorate their houses with beautiful colour prints—at little cost—, for the price of only about $12.

Credit for so extraordinary a book about modern art must be given to Vanity Fair, whose photographers made the colour negatives, whose engravers made the copper plates, and whose colour presses printed the entire Portfolio.

Under the canopy



• With spring off to a late start, every one has been more than usually impatient for pleasant, sunny days when we can eat out-of-doors again. Ercole Marchisio of the Marguéry will be one of the first to celebrate warm weather with lunch and dinner in his al fresco pavilion. Neither showers nor strong sunlight can bother you there, because you're always protected by the canopy; while, on cool days, the restaurant indoors is inviting, and Pierre will see that you are well taken care of in either place. There are more than a few delightful surprises in store for you soon at the Marguéry—some special entertainment; romantic string music; new cold dishes and chilled drinks.

At the bar, Angelo and Carlo tell me that Bacardis and Daiquiris are favourite choices here. And it's no wonder that there's a rave on champagne cocktails, because these are made *only* with excellent imported champagne. Dubonnet goes well, they say, as an apéritif that doesn't dull the gourmet's palate. Or, for a Dubonnet cocktail, the "Zaza" is something special. I was fascinated, one day, watching Angelo fill an order for eight Old-fashioneds. He lined up the eight glasses, so that their rims touched. Then he started off his legerdemain by passing the bottle of rye in one swift gesture down the line. All eight portions even in a trice and without the turn of a wrist! Just a matter of practice, he modestly disclaimed.

Taxicabs de luxe

• Since the new taxicabs have come on the market, the New York streets seem even more fantastic than ever. The fear of bodies falling from windows is forgotten as these frightening vehicles rush madly through the streets. But, apart from their appearance, which is like that of a German tank, the aristocrats of the taxis are beautifully upholstered in what passes for snakeskin; and, because the seats are very low down, it is harder for the passenger to look out of the window and see the danger that he is undoubtedly in.

Whiling away time

• Here is a game that was played a lot at Palm Beach. It is very easy and great fun. All that happens is for two or three people at a dinner-party to start talking about an imaginary couple who lead a most scandalous life. If the players have enough imagination, they can make this game not only very shocking, but also very amusing. You make statements about your (Continued on page 38)



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SMART HAIRDRESSING

HOTEL WEYLIN
40 E. 54th ST., PLAZA 3-8268

VOGUE COVERS THE TOWN

(CONTINUED FROM PAGE 37)

imaginary couple, such as, "Phyllis would never ride unless she were drunk." Then, unless the rest of the people are awfully dull, they get so fascinated by this scandal that they join in and find themselves asking questions, despite their better judgment. You can probably see how this game, if handled with skill, could break up almost any ice!

Stadium concerts



• June 26 of this year marks the beginning of the eighteenth season of the Stadium Concerts, by the Philharmonic-Symphony Orchestra, which do so much towards making life worth living on hot summer nights in New York. A varied program is scheduled for this season; three nights a week of symphony concerts, conducted during the first five weeks by José Iturbi, the distinguished pianist and director, and during the last three weeks by Willem Van Hoogstraten, who has made such a handsome job of his conducting in past seasons. Opera and ballet will each be given two nights a week, again under the splendid direction of Alexander Smallens. The season will continue until August 20.

Last summer, some three hundred thousand people availed themselves of the opportunity to hear these concerts at the Lewisohn Stadium, for prices considerably less than those of many a down-town movie. These low prices, which make it possible for so many to attend the concerts, are themselves made possible by the generosity of music-loving benefactors. A Committee has been organized to carry on the work, and all contributions are gratefully received (and deducted from your income tax). If you have a bit of public spirit in your soul, you'll want to help this cause. Cheques may be made payable to Stadium Concerts, Inc., and sent to 20 West Fifty-Seventh Street.

Au jardin

• The Park Lane has set May 21 as festival day, when the summer gardens will be formally opened for the season. It will be a charity event, benefiting the Alice Chapin Day Nursery. Peggy Roth and Jean King are staging a pretty social fashion show at lunch, to the music of Mitchell Schuster and his orchestra. A tea-dance follows in the afternoon, and there will be dancing and special entertaining at dinner and supper. You remember what a big event the opening was last year—so make reservations early. The Park Lane has made a very attractive spot out of the inner garden, replete with trees, flowery paths, and an old grist-mill, all of which leads to an outer lane where you may either bask in the sun or seek the shade of a gay umbrella.

Cracks at the great

• The latest name for that King of the Whimsies, Alexander Woollcott, is "Little Nell of Old Dreary." I think



EPICUREAN

Diners have always been demanding. They have always recognized the best in food and wine, and appreciated those restaurants that served the best. But, in the eighteen months since Repeal, there has been a sort of mushroom growth trading on the ignorance and hopefulness of people who couldn't remember about wines, and hoped that the food would be adequate.

Gradually, however—proving the ultimate rewards of virtue—, the mushroom growths have withered away and the really worthwhile places have emerged. Vogue presents below a selected list of restaurants, varied in locale and atmosphere, but unified in their individual standards of hospitality and service.

RESTAURANTS

DIVAN PARISIEN—17 East 45th St. Le Restaurant Par Excellence. Cuisine Française. Famous for "Chicken Divan" and special salad. Modern Air conditioning. For Reservations VAnderbilt 3-7897.

PAVILION MARGUERY—47th ST. & PARK AVE. The only garden in New York where you can lunch and dine al fresco protected from heat and sudden showers. Canopy cooled by unique spray. Entertainment and daily specialties. WIckersham 2-8494.

HAPSBURG HOUSE—313 E. 55th St. New York's most novel and interesting society rendezvous. "Cuisine Internationale". Excellent cellar. The Schubert Room is new—designed for that especially festive private dinner party. Luncheon, dinner and supper. Reservations—ELdorado 5-8493.

JANE DAVIES'
145 West 55th St.
Luncheon 50c, 60c, 75c — Vintage Wines — Dinner $1 and $1.25

LE COQ ROUGE—65 E. 56th St. Internationally famous cuisine. Where Society meets for Luncheon, Dinner & after theatre. Dancing. Continental atmosphere. Entertainment. "Le Coq Rouge Trio." Res. PL. 3-8887.

FRANCES LYNN—10 West 55th St. Just off 5th. Smart Clientele, deft service, delicious food. For "Pennywise New Yorkers" Luncheon 35c, 50c — Dinner 55c, 75c, $1.

L'ESCARGOT D'OR at 254 West 54th St. on the 16th floor. Delightfully French and best known for its excellent snails and frog-legs. Entertainment and dancing. No cover charge. Columbus 5-9107-9861.

EL CHICO, 80 Grove St.—Authentic Spanish food, wines, waiters, entertainment, music, furniture & decorations. Dancing & dining from 6 to 2:30 A.M. Dinner from $1.50 and $2. Tel. CHelsea 2-4646.

ALEXANDRA RESTAURANT—8 East 49th Street. Champagne cocktail dinner $1.00 and $1.50. Served daily 5 to 8:30 P.M. Sunday, noon to 9 P.M. The most talked about dining place in New York. PL. 3-1542.

"SEVENTY PARK AVENUE"—CORNER 38th Street.—Serving exceptional lunches from 75c and dinners from $1.10 with a Snack Lounge and bar that is more popular every day. LExington 2-7070.

THE CRILLON, 116 E. 48th St. offers a new idea—The London Theatre Buffet. The same inimitable cuisine "Buffet style" in the Bar so you won't be late for the Theatre. All you desire—one dollar.

HENRI—A "Bit of Paris in New York", 40 W. 46th St. Finest food prepared in the authentic French manner. Dinner $1.75, from 5 to 10 daily, all day Sundays. Also à la carte. BRyant 9-4310.

THE BLUE BOWL AT 157 EAST 48th ST. specializes in good food served in informal and friendly surroundings. The kind of place you return to again and again. Luncheon 50c & 75c, Dinner 75c to $1.15.

LA CHAUMIÈRE, 163 E. 56th St. A real French Restaurant. "A House that is reserved for those who know how to wait, eat and appreciate." . . Paul Massé, formerly chef of Inter-allied Club in Paris.

VERSAILLES—A New Continental Rendezvous, 151 E. 50th. America's Smartest Restaurant features Lunch, Cocktail Hour, Dinner & Supper. Jos. Smith Dance Orch. Divertissements—Cuisine Française.

KENTUCKY SERVES A MEAL
and a Mint Julep
in a cool, delightful, homelike atmosphere.
Elizabeth D. Reynolds, Inc. 15 East 48th St.

GRIPSHOLM—324 EAST 57th St. Newest Swedish restaurant featuring Swedish hors d'oeuvres with regular dinners, $1.25. Also luncheon and cocktails. ELdorado 5-8476.

RESTAURANTS (Cont.)

LA CRÉMAILLÈRE ROOF atop 30 W. 59th St. commands a glorious view of the park. You will find real French food masterfully prepared, an excellent wine cellar, open-air and water-cooled terraces.

JANET OF FRANCE—237 W. 52 St. "Where Broadway meets the Boulevard." "Onion Soup" "Spécialité de la Maison." Dance, be merry with Janet, who entertains. Luncheon 75c. Dinner $1. Supper. CO. 5-8718.



DISTINCTIVE BAR

RITZ-CARLTON. Madison at 46th. The Ritz Bars—Ladies' Bar for ladies and their escorts; Men's Bar for their exclusive use. Both popular rendezvous before lunching or dining in the Oval Restaurant.



CAFES

KUNGSHOLM at 142 East 55th St. announces the opening of a charming and unique summer garden, featuring famous Kungsholm Swedish Hors d'oeuvres. Also served in cocktail lounge and Continental café. Luncheon, dinner prix fixe. EL. 5-8183.

ST. MORITZ-ON-THE-PARK, 50 Central Park So. Cocktail Hour in the Café de la Paix, luncheon in America's only Rumpelmayer's, dinner and supper dancing with entertainment in the Continental Grill.

BLACKSTONE CAFE & BAR—50 East 58th St. Special luncheon with cocktail 75c. Dinner $1.25, or with champagne cocktail $1.50. Favourite place for luncheon, cocktails, dinner, and after theatre.

FRENCH CASINO, Folies Bergères, 7 Ave. at 50 St. For dinner and supper. Winchell: "Most magnificent night club in N. Y." 3 orchestras. $2.50 except Sats. & Hols. For reservations phone COlumbus 5-7070.

SUSAN PALMER'S Restaurant, 2 West 49th St., has a bar just one flight down that will intrigue you. For the special Porterhouse steak dinner, unequalled in all New York, telephone BRy. 9-1540 in advance. Your guests will be delighted. Dinner also à la carte or table d'hôte, to Bill Barry's music. Quality drinks, lobster, and after-theatre snacks.



SMART CLUB

LEON & EDDIE'S—33 West 52 St. Where sly Eddie Davis sings customers into hysterics. Continuous entertainment that grows on you. Luncheon, Dinner, Supper and Cocktails.

OUT-OF-TOWN

HARVEY'S FAMOUS RESTAURANT—1107 Connecticut Avenue. Famous for notable dinners and distinguished diners since 1858, your Washington visit should include this far-famed epicurean rendezvous in the Nation's Capital.

THE OLD MANSION, Somerville, New Jersey. Junction Routes 28 & 29. Delectable Southern food served in a beautiful historic setting; luncheon, bridge teas, dinner. Selected beverages.

VOGUE COVERS THE TOWN

(CONTINUED FROM PAGE 38)

it was Noel Coward who first saw the Town Crier in this doubtfully flattering light. And now I've heard that Woollcott has dubbed Coward "Destiny's Tot."

If you weren't chic

• The company operating the new buses, not content with all the new gadgets for simplifying our life that are daily being thrust upon us (whether we like it or not), now make it unnecessary for a bus driver to crank the handle on the nickel box. The handle is still there, but all the driver has to do is to press a button, and the handle cranks itself. This is, of course, of little interest to Vogue's readers. Never for even a brief instant, even if we're sorely tempted, must we forget that Vogue's readers are chic and know nothing of buses.

Where they gather

• A convenient meeting-place; surroundings that cheer; nice music; good cocktails. If this is what you are looking for in the late afternoon, betake yourself and your friends to the Egyptian Room at the St. Regis. You'll sigh with relief over its comfortable spaciousness—deep chairs here, none of those narrow benches and tables that have neither leg nor elbow room. Jules Lande and his orchestra play at the cocktail hour this month, Sundays included.

At all seasons of the year, the roof-garden at the St. Regis is grand for dinner. Johnny Green's orchestra is still there, I'm glad to report, with Marjory Logan singing during dinner and supper. The featured dancers now are Root and Minor.

The perfect abode

• You need a pied-à-terre in town—or a house in the country that can be run for a song, but the season's on in full swing, Tommy's Commencement is nearly upon you, and, to top it, you're up to your neck in a local charity drive. You're in an unenviable spot, but, take heart, the situation isn't so hopeless as it sounds. For Beatrice Renwick, at 598 Madison Avenue, life-saver to the Carriage Trade, will come to the rescue—will come with a hand-picked and choice list of domiciles that are somehow exactly what you need and thought you couldn't find. You're baffled at her magic, but it's no trick. Beatrice Renwick (now Mrs. Edward S. Munroe) and her associates—Mrs. Carroll Winslow, Miss Rosamond Sherwood, and Miss Miriam Blagden—are endowed principally with good memories and instinctive taste. Sensing your requirements, they can suggest the houses or apartments of people whom they know well and who may be in a renting mood. Not even squash-courts or swimming-pools stump these all-seeing eyes. Make known your need, complex though it may seem, and it won't be a jiffy before the ladies deliver!

Upward ho!



• Good news! The Starlight Roof of the Waldorf-Astoria is to open May fourteenth. It will be glamorous and festive for your enjoyment, with those famous orchestras alternating in the evening and Georges and Jalna doing their graceful dances. Rain or shine, you can lunch or dine on the Starlight Roof.

Persian Room

• Those very smooth dancers, Antonio and Renée De Marco, are again gladdening the eyes of those who go for dining or for supper to the Persian Room of the Plaza. Have you seen *In Caliente*, the new Warner picture with Dolores Del Rio? If so, you'll know what the De Marcos were up to on their recent Hollywood sojourn. (Continued on page 40)

B. Weinstein



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ADJACENT TO GRAND CENTRAL

VOGUE COVERS THE TOWN

(CONTINUED FROM PAGE 39)

Lectures—not deadly

• A great many things worth knowing about go on in the Metropolitan Museum. It is much more than just a place to contract Museum Feet on occasional Sunday afternoons. For instance, look at the free lectures every day except Monday and Friday. Even if you happen to be crazy about Public Buildings and City Planning, or Daily Life in Greece, you can find a lecture about it. To mention a few in the near future that sound promising, there is "Design and Color as Style Characteristics," on May 19, which certainly represents a practical application of art. But perhaps you'd prefer "Renaissance Sculpture," on May 25—especially if you saw the recent exhibition of Italian Renaissance sculpture. Or possibly "Roman Decorative Arts," on May 21, may appeal to you more. At any rate, you will gather that the instructors swing from Contemporary to Classic and back to Contemporary again with the greatest of ease.

Horse-shows

May 15-18—Atlantic City, New Jersey.
May 17-18—Hampton, Virginia.
May 24-25—Deep Run Hunt; Richmond, Virginia.
May 25—Millburn, New Jersey.
May 25-26—Jacobs Hill Hunt; Providence, Rhode Island.
May 29-30—Fredericksburg, Virginia.
May 30-June 1—Wilmington, Delaware.

Hunt race-meets

May 11—Rockaway Steeplechase Association; Cedarhurst, Long Island.
May 15-18—Rose Tree Fox Hunting Club; Media, Pennsylvania.
May 18—Mission Valley Hunt; Kansas City, Missouri.
May 18—West Hills; Huntington, L. I.

Horse-races

NEW YORK
Metropolitan Jockey Club, Jamaica, Long Island. Till May 14.
Westchester Racing Association, Belmont Park. May 15-June 8.

NEW HAMPSHIRE
Rockingham Park, Salem, May 15-June 17.

KENTUCKY
Churchill Downs, Louisville. Till May 18.
Latonia Jockey Club, Covington, May 25-July 6.

ILLINOIS
Exposition Park Jockey Club, Aurora. Till May 24.
Washington Park Jockey Club, Homewood. May 25-June 29.

TEXAS
Dallas, Till May 19.

CALIFORNIA
Tanforan, Till May 18.

CANADA
Ontario Jockey Club, Woodbine Park, Toronto. May 18-25.
Thorncliffe Park Racing Association, Toronto. May 28-June 4.

Motor-boat racing

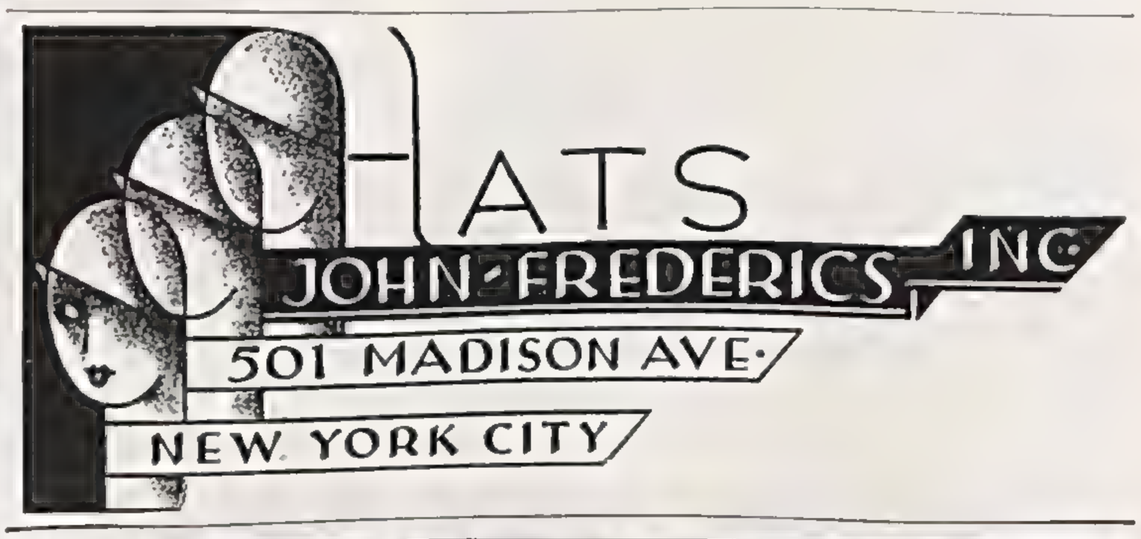
May 12—Albany-to-New York Marathon; Hudson River.
May 25—Trenton-to-Philadelphia-and-return Marathon; Delaware River.
May 23-26—International Regatta; Lake Garda, Italy.

Elsewhere

• The pleasant custom of festivals is growing apace right here in our own land. Last month saw all manner of garden fiestas. In Bethlehem, Pennsylvania, the 1935 Bach music festival is on May 17 and 18, commemorating the two-hundred-and-fiftieth anniversary of the birth of the great composer. The Saint Matthew Passion and the B minor Mass will be sung at the concerts, conducted by Bruce Carey. Among the soloists will be Louise Lerch, Rose Bampton, Dan Gridley, and Julius Huehn.

Down in Chattanooga, from May 12 to May 18, the native ballad lore and the primitive music and dances that originated in the early pioneer days are being offered in the National Folk Festival. A hundred ballad singers and dancers from North Carolina are coming. The Ozarks will send a group. There will be singers from Vanderbilt University. A Negro chorus of a thousand voices and a choir of three hundred singers from Chattanooga will participate. Young and old will join in, and there will be square dancing in the streets of the town. "Sings" have been planned, and the mountain folk have been tuning up their fiddles for weeks in preparation for the event.

"FLANEUR"





Shipshape

From Top to Toe



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VOGUE

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"GOOD-BYE!" ONE ARM ON THE RAIL, THE OTHER OUTFLUNG, SHE SMILES FAREWELL. FAREWELL TO OLD FRIENDS, OLD HABITS, OLD FEELINGS, OLD PLACES. FAREWELL TO HERSELF AS SHE WAS BEFORE THIS MOMENT. THE WORLD OPENS UP, LEAGUE UPON LEAGUE. SOON THE HAND WILL BE RAISED IN SALUTE. SALUTE TO NEW FACES AND FEELINGS. SALUTE TO NEW FASHIONS, DESTINED TO MAKE HER A NEW SELF. SALUTE TO CHANGE, WHICH IS LIFE. FOR SHE—THE LADY THAT ERIC DREW ON THIS COVER—IS ON HER WAY

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THERE ARE THREE VOGUES, AMERICAN, FRENCH, AND BRITISH

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EUROPEAN

Vogue's EYE VIEW OF THE MODE

MIDNIGHT sailing. There she lies, a great jewelled hulk waiting to be freed. "She"—most masculine of triumphs—the modern liner. She—a masterpiece of vibrant steel.

Soon the halls and staterooms will be jammed with passengers. Some in evening clothes, laughing and beflowered. Most in the indeterminate clothes of travellers who make a sober business of departures.

Presumably, the boat is headed for Havre—or Southampton—or Naples. Actually, it is headed towards mystery—towards the unknown. That is why each one sails: to escape from the familiar.

The least that a ship does is take you to places. The most it does is to free you—by shutting out the known world and confining you (by limitless leagues of water) to a new one, rich with nostalgia.

At least, you call it a new one. You say, "I'm a different person on a boat." Actually, you are at last yourself. The further you get from the land of your daily living, the more is your false self—the self the world makes of you—sloughed off. That is why loud people are louder on a boat than anywhere else, affectionate ones more amorous, the snobbish more snobbish, the vulgar ten times more vulgar.

And, to ride our own particular hobby, nowhere is a woman's quality so revealed. The salons of the big liner—the uninterrupted spaces of sea and sky—are magnifying-glasses for her taste—or lack of it.



CECIL BEATON

H.I.H. The Grand Duchess Marie of Russia, who is as distinguished and popular a figure in the democratic life of modern New York as she once was in the formal court life of pre-War Europe

FASTER FASTER FASTER

BY ELSIE McCORMICK

WITHIN the last few years, there has been such an amazing increase in the speed of air, water, and land travel that our planet seems to have shrivelled to about half its former size.

We are constantly hearing of hours lopped from the running time of already inordinately fast trains, ships, and planes; of new passenger routes being laid out across deserts and jungles; of strange new vehicles, such as autogiros convertible into cars and rockets, moving as fast as the speed of sound.

Within a few years, we'll undoubtedly be flying in the stratosphere, sealed in great planes that will cut across a cold, purple firmament at a rate fast enough to give pause to a meteorite. The world below will be only a shifting grey haze, but pioneers who have been there say that an enlarged golden moon appears in the purple sky even by day and that the stars seem many times more brilliant than when viewed through heavier air.

Four hundred miles an hour is considered a conservative possibility for stratosphere travel. After a few years of experimenting, the rate will probably rise to something beyond present dreams.

Some day, the tired New York business man will be able to leave his desk on a Saturday noon, take his own private stratosphere plane to Kashmir, and spend a restful week-end house-boating on the Jhelum. On holidays, it will be pleasant to bring the children down to Little America to see the penguins and to take part in winter sports around the great ice barrier.

Perhaps we'll do even more spectacular things. We might learn to soar through the Heaviside layer, break the fetters of gravity, and move with the speed of radio waves through trackless oceans of space. It takes a radio wave a second and a half to reach the moon and four minutes to traverse the distance to Mars. Our week-ends of the far future may be spent boating on that planet's canals or dreaming under its two-mooned sky.

While these possibilities are all very stimulating, there is some question as to how the ability to dash in an hour or so to Moscow or Madrid would be likely to affect our existence.

Would we become citizens of the world with friends in every country, or would we understand the peoples we saw as little as the average New Yorker does the foreign groups in the next block? Would we take lessons in the art of living wherever we went in our travels, or would we demand tea-shoppes in Kashgar and gold-plated cinema palaces on the Aral Sea?

People are notoriously indifferent to points of interest within easy reach of their homes. Perhaps, with all the great sights of the world only a few hours away, we might come to resemble the citizens of Buffalo who never think of going to Niagara Falls.

Rapid travel might change the earth into a place of inexhaustible delight, or it might make it seem so small and easily explored that people would turn to mysticism for real adventure.

It would also create domestic complications. If a husband said that he would have to stay down-town for a conference, there would always be a lingering suspicion that he was flitting over to Paris to attend the Quat'z Arts Ball. Mothers of débutantes would have to enlarge the geographical scope of their worries to include all the bright spots in Vienna, Budapest, and Kabul.

Also, there would be the impossibility of moving away from unpleasant contacts. One would always face the hazard of having in-laws come zooming out of the blue in time for Sunday dinner and of seeing that mean-looking Afghan with whom one had a dispute in Peshawar walking along Broadway with a knife in his belt. The world might become a prison-house that would allow no escape from one's past.

However, it isn't necessary to worry about all these questions yet, or to move into the province of fantasy to learn of astonishing journeys. Miracles enough are being performed here and now. For instance, a New Yorker with three weeks' vacation has time for a trip to Moscow, Nome, Honolulu, or Buenos Aires, and a margin of several days to spare.

It took the weary and seasick Pilgrim Fathers sixty-eight days to cross the Atlantic. Beginning this spring, you'll be able to do it in four. But in neither four- nor five-day ships is one conscious of the racking, straining, and churning that one would expect with so high a speed. The giant ships of to-day merely purr a little in their vitals, as if a litter of happy, seagoing kittens were stored away under decks. You can get an adequate notion of the speed only by looking out of a port-hole near the water-line and seeing the foam scud past, or by watching the great prow sweep through the swells.

It is likely that there will begin regular trips by a Graf Zeppelin this summer, between Lakehurst and



Shanghai



Fiji Islands



algiers



Moscow



London



Paris

Friedrichshafen. If you are willing to do without open deck space and sacrifice cigarettes, you'll probably be able to billow over to Europe in a mere forty-eight hours.

Even this tremendous speed is by no means the last word, for both a British and an American company are surveying the possibilities of a passenger plane service across the Atlantic. When these planes begin their run, the swift Graf Zeppelin will seem a lumbering covered wagon of the skies.

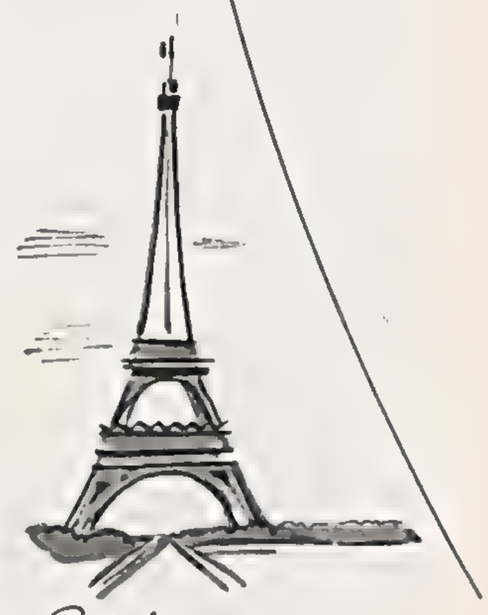
There are both fast ships and giant planes to take you to the southern hemisphere of the islands of the Caribbean. You can soar over white, silent cities built when Athens was a mud-walled town and Rome a little market-place at the ford of a river. You can take a short excursion to Chichen-Itza, where priests once walked chanting around the shining temples, and virgins, laden with jade and gold, were thrown as sacrifices into the holy well. Separating the Mayan cities lies the jungle, dark and sombre from the air—a sea without ripples or reflections of light.

If you have time to go farther south, you can reach Buenos Aires or Santiago by sea in sixteen days, from New York, or by plane in seven days, from Miami. Many people go South to escape our winters, but few think of running down to the southern hemisphere to get away from a humid northern summer. One can be sure of cool days in July down in the Argentine or Chile, and a chance to send those sleeping-under-blankets-every-night cards to sweltering friends in the North. From Buenos Aires, one can fly in a few hours to Santiago de Chile, across the mighty panorama of peaks and snow-swept valleys that form the backbone of the Cordilleras. There are an oxygen tank for each passenger and heated electric coils to keep him comfortable in the sub-zero cold. Many globe-trotters believe that, scenically speaking, there is no more impressive air trip in the world.

In case your fancy turns to Europe, this summer, you'll find new schedules and astonishing new conveyances for whisking you over the country. In France, auto-rail trains skim over the landscape at eighty miles an hour; in Germany, new Diesel electric trains will soon rocket over the scenery at the same rate of speed; in England, the more important runs are being equipped with steam-engines capable of making one hundred and twelve miles an hour. There is no more exciting way to travel than on a fast train, for no other public vehicle can make you as conscious of thundering speed. Unless flying close to the ground, even a very fast plane seems to lumber on against constant resistance.

A rapid train, however, gives no such impression. Telegraph-poles resemble a close parade of one-legged men; trees, houses, and stations skim by in a moving blur—from the rear, the tracks spin out into silver ribbons being pulled over the horizon by a crazy giant. The new trains move lightly on the rails with only a little swaying, but they don't allow the traveller to doubt that he is really going places.

There is little need to tell about the web of airways spun out between the larger cities of Europe, for even the least travel-wise voyager knows that she can dash from Berlin (Continued on page 110)



Paris

4 to 6 Days





Brisbane, Australia

16 to 18 Days



Bombay, India

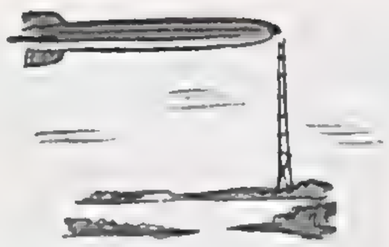
1 Week



Buenos Aires

Honolulu





Friedrichshafen, Germany



Cheyenne, Wyo.



Portland, Me.





Yucatan, Mexico



Havana



Richmond, Va.



Winnipeg, Canada



Nassau, Bahamas



Vienna



Haiti



Los Angeles, Cal.



Bermuda



Copenhagen, Denmark



Virgin Islands



Gibraltar



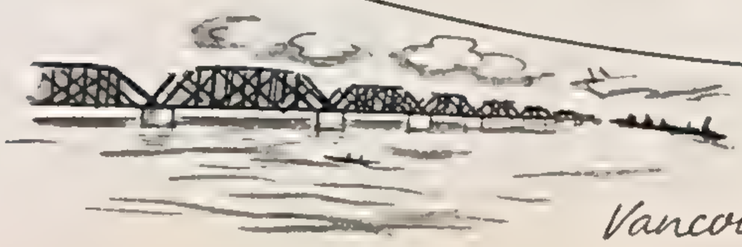
Georgetown, British Guiana



Chile



Banff, Canada



Vancouver





DRESS, HATTIE CARNEGIE; I. MAGNIN • JEWELS, FLATO

CECIL BEATON

It is amazing how Edwardian accessories can transform modern chic into Boldini allure! Princess Paley achieves this metamorphosis by adding long white kid gloves and a jewelled dog-collar to her very contemporary white lace dress. Chandelier by Jo Lehman, junior

In the Manner



DRESS, SALON MODERNE, SAKS-FIFTH AVENUE • JEWELS, FLATO

of Edwardians

Miss Mary Taylor turns Edwardian by drawing on long black gloves, piling her hair high, pinning a cluster of violets to her Chanel black tulle gown (with its balloon sleeves), and tying black velvet ribbon, with a clip, around her throat. Chair from the Arden Studios



BEFORE MAKE-UP

AFTER MAKE-UP

Indian Tale

BY VICTOR H. GRANDPIERRE



FULL PANOPLY: HOWDAH, GEMS, GOLD

Dressing the Elephant

ELEPHANTS resplendent with jewels, tiger hunts as elaborately staged as a play on Broadway—these are the unforgettable memories of a trip to India.

Look behind the scenes, at the inner circle—the *haute monde*—of elephants, on the night before an impressive function in Jaipur. The elephants of impeccable social position will to-morrow transport the Maharaja and other personages through the palace gardens and the town, and, for this event, preparations of mammoth proportions are taking place. You can't set the mode for less important pachyderms, and take the matter lightly—especially as an elephant never forgets.

To-night, the elephants must have their bath. The elephant drivers, astride the animals' necks and half hidden behind the big ears, guide the pachyderms towards the river. With slow and precise steps, they enter little by little the cool water and appear really to enjoy the bath. They recklessly shower themselves with water, gargle their throats to clear their voices, then cheerfully trumpet.

"Ingragit," the pet elephant of the Maharanis, displays his delight by rolling in the water as a puppy tumbles in the grass—much to the dismay of his driver, who hardly expects a personal bath.

A baby elephant docilely follows his mother, who tosses water over him with her trunk. The chief driver tells us the story: he is a love-child—the mother one night escaped from the stables with a wild elephant, who for some time had been flirting about the camp. After an illicit week-end in the jungle, she regretfully came home: twenty-two months later, a ravishing little boy elephant was born and christened "Rama."

The bath over, the elephants shake themselves dry and take a short turn along the river bank. Then come the beauty treatments.

Elephant drivers are Jacks of all trades: they are the elephants' tamers, their guides, their doctors, their servants, their florists, their hair-dressers, and also their manicurists. They trim their nails, round them (Continued on page 116)



LORD AND LADY MONTAGUE SCOTT



(CENTRE, ABOVE) LADY BLANCHE DOUGLAS SCOTT



DEATH OF A HERO



GRANDPIERRE

THE SPECIAL CAR FOR THE TIGER HUNTERS



LUNCH



THE TIKARANEE OF KAPURTHALA, VICTOR

Hunting the Tiger



PIERRE DUTEL SCREEN

Marlene Dietrich

Marlene Dietrich, the incomparable, wears Travis Banton dresses—one of lavender chiffon with a ruff of violets and above-the-elbow gloves of lavender lace, one of black tulle in billowing flounces. Her jewels are from Trabert and Hoeffer

STEICHEN

SCREEN, COLWELL • CHAIR, ISABELLA BARCLAY





MIMOSA IN MOSCOW

FRUIT-STORE CLERK

FLOWERS ARE NOT BOURGEOIS



SOVFOTO

OFF FOR THE ROWING CONTEST

Fashions in the

AS we got off the plane at the Leningrad airport, a tall, dark-haired, and strikingly pretty girl detached herself from the small group of officials near the customs house and advanced towards a party of tourists who had arrived at the same time as we had, though in a much larger plane. They were all French, and the girl addressed them in their own language, speaking fluently and with hardly any Russian accent. "I have come to help you pass through the customs," she said smiling and showing her even white teeth.

I watched her with growing interest, for she was not only extremely good-looking and self-possessed, but also remarkably well-dressed for a Russian girl. Her tailor-made black cloth suit, with the skirt reaching to her ankles and the short jacket to her hips, showed her slim figure to advantage. She wore a soft white silk blouse, a close-fitting black hat cocked over one eye, black shoes with flesh coloured stockings, and carried a black leather purse stamped with a silver monogram. Pearl earrings and a string of pearls that looked suspiciously real completed her costume.

"But she is *charmante,* this little Soviet miss," whispered one man to another, who nodded somewhat guardedly: "*Oui,* but it is already the propaganda that is beginning. They send us this beautiful young girl to create a good impression."

At these words, uttered none too softly, the whole group stared at the girl suspiciously. She must have overheard them, for a look of amusement suddenly spread over her face, and I thought she would burst out laughing. But she quickly controlled herself and continued to address the tourists in the calm and smiling professional manner of the well-trained interpreter.

From the airdrome to the hotel, as we drove through the workers' district towards the centre of the town, my first impression after an absence of nearly two years was that most of the people looked healthy and sunburned and that the women seemed much better dressed than formerly. White prevailed: white Russian



PERFUME LURES THE PROLETARIAT

SILK STORE

U.S.S.R.

BY IRINA W. SKARIATINA



TELEGRAPH GIRL

THE FIRST WALK IN THE NEW DRESS

blouses worn with dark skirts, white suits made of coarse peasant linen, and long white smocks with red or blue embroidery on the sleeves and around the neck-line.

However, the older women were clad as usual; that is, mostly in black with shawls over their heads. Only the younger ones had changed their styles. Few of them wore the traditional *platki* or kerchiefs over their hair; they went bareheaded and had long bobs, either very straight or else with frizzy permanent waves.

That evening, our two little Russian friends, Maroussia and Katia, came to call on us, and again I was interested to see how nicely they were dressed. Maroussia had on a green silk suit with a short jacket and ivory silk blouse, while Katia wore a dark blue sateen frock sprinkled with a pattern of pink flowers. Maroussia's hat was of brown straw with a wide brim, and Katia had on a jaunty little white beret that accentuated the tan of her healthy round face. Both girls wore socks and white linen shoes with low heels, and both carried the same kind of big brown leather purses, practically the size of portfolios, which most women in the U. S. S. R. consider indispensable.

Eventually, after having told one another all the news, our conversation turned to clothes.

"From what I have seen, many of you seem to be much better dressed this year," I remarked.

Maroussia and Katia chuckled delightedly. "Aha! So you've noticed that already," they both cried in one breath. "We thought you would. Oh, yes, we're dressing better all the time. Just watch the young women and girls everywhere, and you'll see for yourself. And listen, you must visit an *univermag* as soon as you can. That's something new this year."

"A what?" I asked bewildered, for that was a word I had never heard before.

"*Univermag, douschenka,* that means universal magazine or store. These are the newest shops where you (Continued on page 94)



PERFUME AGAIN



SOVIET FOX-TROT



SOVFOTO

INTERMISSION: MOSCOW THEATRE LOBBY



A GOVERNMENT BOX AT MOSCOW'S DERBY DAY



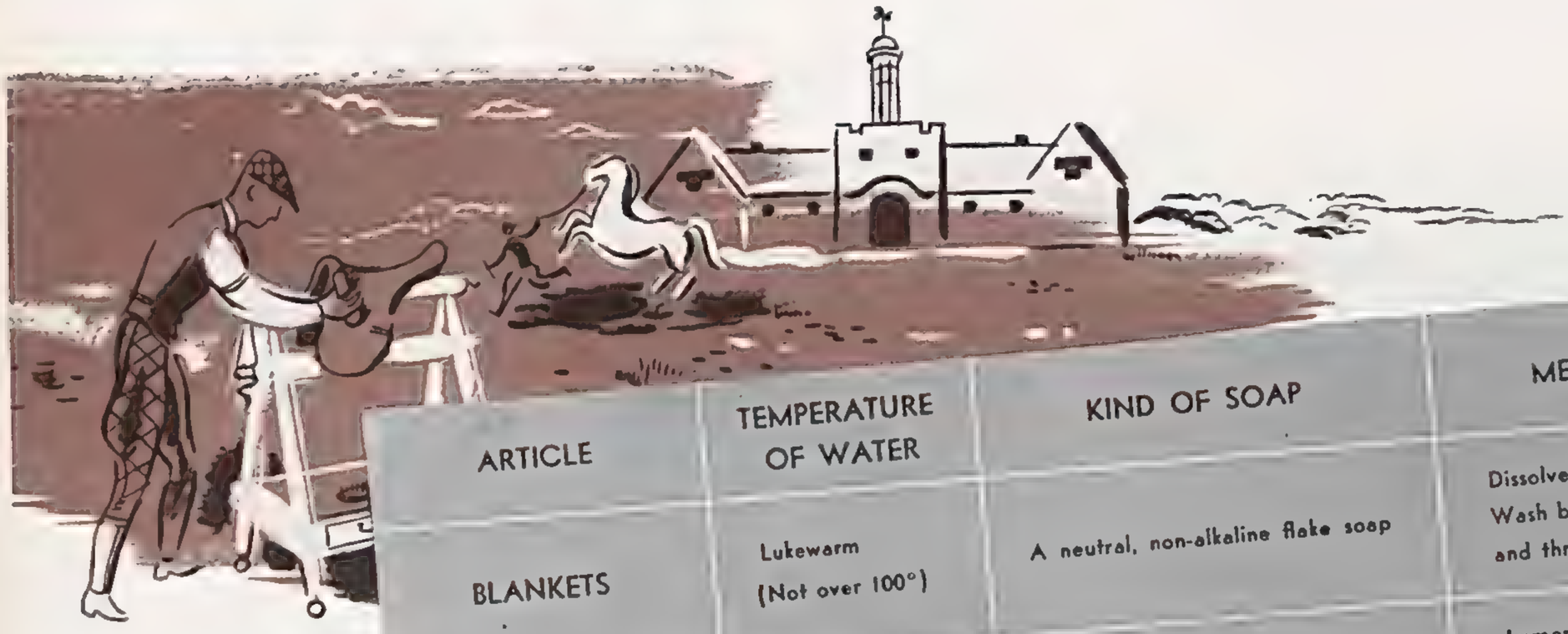
Beach and Deck

• From the white shores of the Mediterranean spring four native inspirations for beach clothes, shown opposite. Alix makes you look like a Greek maiden by draping toile de lin over you and your maillot. Schiaparelli turns you into an Arabian, with bloused pantaloons and brassière of glazed chintz and an umbrella-hat. Italian fisherfolk inspired Ira Belline to make the white linen head-dress and flag-banded apron. And Turkey is responsible for Alix's white wool jersey pantaloons and bodice

• The maiden voyage of the "S. S. Normandie" is in superlatives: the largest ship, the longest deck, and on it one of the smartest travel coats you could choose. Creed's dashing success of Cumberland homespun, four-pocketed and briskly flared, is worn with a chamois coloured skirt and accessories; from Bonwit Teller. Descat brown felt hat, Germaine Guérin crocodile bag



Béraud



ARTICLE	TEMPERATURE OF WATER	KIND OF SOAP	METHOD OF WASHING
BLANKETS	Lukewarm (Not over 100°)	A neutral, non-alkaline flake soap	Dissolve soap flakes in tub of water. Wash by gently squeezing suds through and through material
CORSETS	Lukewarm	A neutral, non-alkaline flake soap	Immerse entirely, but do not soak before washing. Draw over board and then rub gently
COTTONS AND LINENS	Lukewarm	A neutral, non-alkaline flake soap	Soak in suds an hour or two before washing, if white. Omit soaking if coloured. Do not rub. Agitate gently in water
DOGS	Warm	A neutral, non-alkaline unscented soap	Apply dissolved soap generously to coat and rub lather thoroughly into skin. Soap and rinse twice
FACES	Warm	A pure, mild beauty soap. Not too highly scented	Make ample lather in your hands or on wash-cloth and apply suds generously to the face with gentle massage
GLOVES	Cool	A neutral, non-alkaline soap	Chamois and doeskin off hands, by squeezing in suds. Other leathers on hands. Wash as if washing hands
RAYONS AND ACETATES	Cool to lukewarm	A neutral, non-alkaline flake soap	Always support these fabrics in the water. Squeeze the suds through and through the material. Never rub.
SADDLES	Lukewarm	A pure mild soap followed by a good special saddle soap	Apply lather with sponge Scour carefully under stirrup-leathers or flaps with boot-top brush. Avoid impairing finish
SILKS	Cool to lukewarm	A neutral, non-alkaline flake soap	Test coloured or printed fabrics for colour fastness. Use cupping motion in squeezing soapy water through
STOCKINGS	Cool	A neutral, non-alkaline flake soap	Turn stockings inside out. Immerse in suds, squeezing suds through and through until thoroughly cleansed
WOOLLIES, JERSEYS, AND KNIT WEAR	Lukewarm	A neutral, non-alkaline flake soap	Draw pattern of garment on paper before washing. Do not soak. Squeeze suds through and through. Never rub



RINSING	DRYING
Rinse in tepid water until all soap is removed. Never twist. Squeeze water out gently	Hang on line so coloured stripes, if any, run downward
In tepid water. Shape garment while still wet	Roll in Turkish towel and knead. Unroll. Dry on flat surface
Rinse in lukewarm water until water is entirely clear	Roll in Turkish towel, unroll at once, hang in sun, if white; colours in shade
Spray thoroughly with very warm water. Cool off to finish	Rub nearly dry with rough towel, then brush dry
Remove soap thoroughly with warm water, then finish with cold rinse	Dry thoroughly with soft face-towel
In lukewarm water. Leave a little soap in all leather gloves, including glacé or kid	Put glacé or suède on form. Blow doeskin into shape. Finger press while damp
Rinse thoroughly in water the temperature of the washing water	Dry flat or with the weight evenly distributed
Wipe with wet French chamois until all soap is removed	Run clean, dry chamois over entire surface. Finish with saddle soap
Rinse in tepid water until last rinsing water remains entirely clear	Roll between Turkish towels, separeting front and back. Unroll, then dry immediately
Add dash of vinegar to tepid rinse if lustre is wanted, but rinse before drying. Never wring out stockings	Roll in towel, knead, unroll. Hang by garter bands away from sun or heat
Rinse thoroughly in tepid water	Roll in towel, remove, pin to outline, and dry





This is the way we wash our clothes

LET'S suppose the worst. You're without a laundress and your home is a shambles. There have been three wash-ladies since the day when Mathilda drew a horse in the Sweepstakes and left your clothes to soak in their own suds.

The first laundress used acid to lighten her chores and peppered your best linen with tiny holes. The second steeped your brand-new blankets in boiling water only to have them shrink to approximately crib size. The third washed the baby's coloured play clothes and your sheerest white hankies all together, making them variously Roman-striped, polka-dotted, and vaguely *pour le sport*.

You wouldn't have thought that a girl who could iron monograms so that they looked like embossed escutcheons would let a horse turn her head, but it looks as if all that were left to you of Mathilda was her fabulous fund of immortal washing-tips. These were discovered tacked on the back of the laundry door. They are a find, for they will avert disaster, disagreement, and disappearances, and add years to the things you own. We list these Golden Rules here, beginning with her Ten Commandments for the Washing of Fine Fabrics. You will find them on page 98.



Falling

Alix wraps heavy-hanging folds of crêpe around the body; Saks-Fifth Avenue

- A winged victory cape (right) flows over a slim chiffon dress; Bergdorf Goodman

RBW


Footing
RBW



VON ESTORFF, EUROPEAN





Dutch Treat

BY MADDY VEGTEL



SUMMER is usually the most pleasant time to visit a country. Holland being the country in question, summer is most decidedly the time to visit it. Not because summer weather in Holland is so delightful; far from it. There are many cold, damp days, and one wears a coat almost constantly. No, the reason is another one. The reason is that Holland depends, more than any other country perhaps, on its colouring for attraction. Holland's chief charm is its wide variable sky, its variable waters and multicoloured landscape.

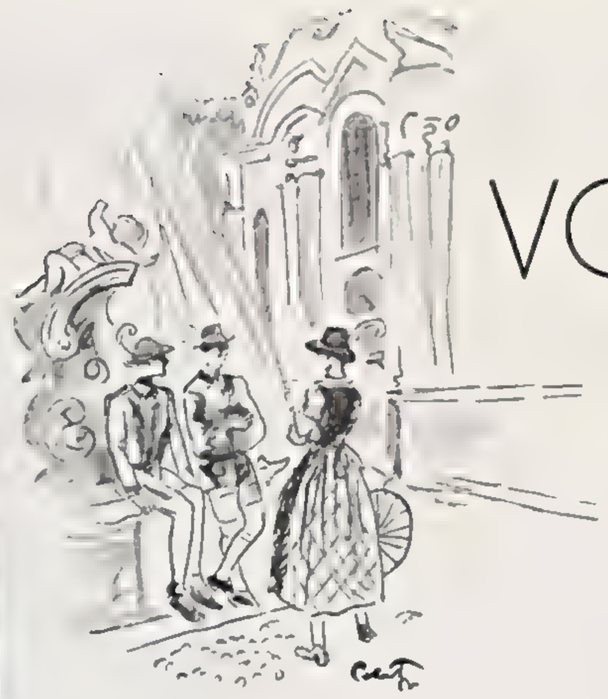
If one recalls this landscape—the towns with their town halls, market-places, weighing-houses, mints, bridges, churches, and old houses—it is not so much the structure of these which one remembers, quaint more than beautiful, but rather some small colourful item. A bit of flashing gold from a church spire against a leaden sky, a pair of blue-green shutters with a red geranium peeping through, a grey wall with yellow irises against it, a many-windowed red brick façade half-hidden by a pale, flowering lime-tree. These are the type of things that stand out in one's memory. Those fine high trees, green, paler green, darker, red-brown, and silver-grey, the yellow wheat-fields, fields of lupin, fields of nasturtiums, the dark oily canals with barges vivid with violet, white, and pink flowers, the pale dunes covered with grey-green grass or faded blue thistles, and the clumps of shiny ivy against a wall, with the orange pennant of a flag gently touching them. The black-and-white cows among the bright buttercups, the top of a brown sail slowly drifting past the other side of a dyke, an "open" bridge sharply outlined against the horizon, all these and so much more possess, when seen under that ever-changing, immense Dutch sky, a peculiar fine, deep glow as though it were covered by a light layer of enamel. Unforgettably beautiful.



There is in Holland (and out of it, too) a great deal of talk about modern Dutch architecture. It is considered very fine. "You won't recognize places—things have changed so, all these new flats and houses!", I was told several times. As a matter of fact, I was amazed to find my first impression of the country pretty much as I had remembered it. Amsterdam, The Hague, Rotterdam, and the smaller towns have changed hardly at all. In The Hague—the town I know best, having spent my childhood there—I could have found my way blindfolded! In the "city," the shopping district in the neighbourhood of the Queen's Palace, nothing seemed changed. Here I found the "City Magazine" still the place to buy fine hand-bags, smart clocks, delicate artificial flowers, and chic gadgets in general. Near-by is "Rimmel," still the same small elegant perfume shop of yore. Then, there are the "Bonnetrie," a department store of sorts; Schroder, where mothers buy their children's woollens and stockings and stock up on their own linen-closets; Van der Gaag, almost next to it, where every known herb is available so that thrifty housewives can prepare their own tarragon vinegar and other delicacies.

On the "Plaats," charming, small, square "Kuhne" still holds its own. For years considered The Hague's best and most expensive dress shop, it still shows behind its wide glass windows one or two garments of superlative chic. Across from it (next to the new office of the American Express) is my favourite book-shop: Dijkhoffz, where, at one time, I came out happily (Continued on page 102)

VOGUE'S FESTIVAL





SIENESE WARRIOR—1600 TO 1935

THE smile of derision, in literature as in life, has been bestowed on the American tourist in his passionate search for "atmosphere." Europeans find it hard to understand the boundless fascination held for Americans in Gothic plumbing, broken columns, cow-bells, and crypts. The worldly-wise Americans understand, but consider it a sign of deplorable naïveté. On a platform of "Down with Atmosphere" and "Up with Plumbing," they snort contemptuously at the little schoolteacher from Keokuk who spends her entire savings just to be able to stand in a Florentine square and imagine the ghost of Leonardo da Vinci.

If a yearning for the Boboli Gardens instead of Texas oil-fields is naïveté, long live the naïve. Atmosphere, abused as the word has been in its linking to orange tea-rooms and bad food, is a precious thing. If there were more atmosphere connected with the theatre and music in this country, both arts would suffer less from deficits.

Hence, the value of European festivals. They combine, perfectly, beauty of surrounding with beauty of art. Instead of listening to Bach as a duty in the grim pale void of Carnegie Hall, surrounded by people as tired and dutiful as yourself, you listen to Bach as an excitement in the gorgeous flickering halls of the Pitti Palace. Instead of wolfing your din-



PART OF THE FAMOUS PALIO IN SIENNA—A CHURCH PROCESSION

EUROPEAN



RA-TA-PLAN IN SIENNA



PARIS, JULY 14

SPOT-LIGHT

BY MARYA MANNES

ner and imperilling your life in a taxi to see the second act of a second-rate play in a third-rate theatre, you dine under linden-trees by the side of a river and, after a leisurely brandy, stroll a few yards to a baroque gem of a building to see a Mozart operetta performed with intoxicating verve.

Such is atmosphere: a condition where living is an art and art is as much a part of life as food. Such is the best in European festivals.

This summer, every country seems to have every inducement. As if no thought of war or ruption ever clouded their minds, each nation is spreading out its cultural wares in a dazzling display to lure the traveller.

Italy's bait is the first, as far as time is concerned. Florence is having its Musical May this year—an orgy of sound and beauty lasting through the first week of June. In the Boboli Gardens, Gluck's "Alceste" will have a spectacular new production; in the Piazza del Signoria, in the shadow of the Palace, Savonarola's trial and execution will take place again, after four hundred years, in a new play by Alessi, directed by Jacques Copeau. Busch and Weingartner will conduct symphony concerts, Serafin will direct Pizzetti's new opera called "Orseolo." The magnificent historic stones of the town will ring with the best music and voices of Europe.



MUSIC IN THE ROCOCO CASTLE OF SCHWETZINGEN, GERMANY

Venice will have its fling in June with an international art exhibition, and in September with a music festival. But then, Venice itself is a festival, and every summer night on its oily and tortuous canals a gala for eye and ear (and nose).

Sienna on July 2 will have its yearly "Palio" race; that intensely colourful reliving of seventeenth-century traditions. Under the hot white sun, the Sienese, in brilliant gold and scarlet and yellow costumes, drive their horses over the dust and cobbles of the town, form in solemn processions, brandish banners and spears, glare mediaevally out of mediaeval visors, become, in fact, formidably mediaeval beings.

The star in Austria's summer sky is Salzburg. Not only is the town itself one of the loveliest in the world, with the silver Salzaeh rushing through it, and the mountains rearing behind it, and the paths full of gentlemen with short pants and shaving-brushes in their hats; but nowhere in the world can you hear such ineffable music so performed. Reinhardt and his effective productions are part of it, but not the greatest part. The greatest part is in opera and symphony. Toscanini opens the festival on July 27 with the only performance of "Tristan" in the season; following later with "Fidelio" and "Falstaff" and orchestral concerts. Bruno Walter conducts Mozart; Krips directs the "Rosenkavalier," with Lotte Lehmann singing; Weingartner and Toscanini lead the Vienna Philharmonic through its celestial paces. At night, in the courtyards of old palaces, Mozart serenades are played in the flutter of candlelight and stars. There is nothing like Salzburg.

Vienna will be most alive in June. At the State Opera House, (Continued on page 117)



AS IT WAS IN BACH'S TIME



FESTIVAL AT VISBY



SALZBURG MOMENT



HORST, PARIS

Side-Swipers

• Like the wings of birds, Agnès' new hats flare out at the sides. Look at the first hat, its wide natural leghorn brim bound with blue velvet (Milgrim)
• Or at the black leghorn hat at the upper right, with its brim flying out into sharp points at the sides. Bonwit Teller has this one
• Or the winged pencil-blue straw with an overbrim of taffeta (Howard Hodge)
• Maggy Rouff made the dresses—of white rayon, printed silk, and grey crêpe



Cart-Wheels

ROLL IN AGAIN

AT the first signal of a scorching sun, out rush the big brims. Rolled in before you, in the photograph above, are five cart-wheel hats typical of the new season—wide, shallow, light as thistles, and generally decorated.

• Half in the picture, at the upper left, is Patou's wide, stiff disk of pale green Panama—its flattened crown swirled round vivid with crescent-shaped feathers; Saks-Fifth Avenue

• Great haphazard blobs of black chenille punctuate the brim of Suzy's cart-wheel hat (upper right). It's in white, made of the same sort of straw that you sip your sodas through. A black velvet bow tops the crown. From Milgrim

• Louise Bourbon drapes the crown of her black straw rondelle (left, middle) with flower-spattered pistache chiffon, then folds back the brim in back. From Saks-Fifth Avenue

• The mammoth disk filling the foreground above is Suzy's shiny white cart-wheel of soda-sipper straw. Tied round the squatty little crown is a sash of blue-and-white polka-dotted taffeta that ends in broad loops square in front. From Milgrim

• The flare of brim at the lower left, above, belongs to Louise Bourbon's white Panama rondelle. Green and orchid and yellow strings are carelessly looped over the summit of the crown to make the most engaging of summer trimmings

• The hat that isn't a cart-wheel, this summer, is probably a winged-brimmed hat with the flaring spread of a bird or plane. Agnès has swung off on this new tack, and on the opposite page we show three of her hats with brims that zoom east and west, with never a thought to the back

• This brimless back idea is also behind the smart legion of hats that continue to swoop forward, down over your eyes. Mrs. Robert H. McAdoo wears one of them—Descat's soft black straw hat, plastered flat to the head in back, and rippling far out over the eyes in front. (Bergdorf Goodman)

• Miss Marjorie Oelrichs' shallow little turban of natural straw is plastered with field-flowers and yanked far down over her eyes in front. (Bergdorf Goodman has this)

• Other smart hats about town—Miss Mary Taylor's tiny turban wreathed with wheat, from Bergdorf Goodman; Mrs. Byron C. Foy's off-the-face hat, a Schiaparelli inspiration, of black belting ribbon tweaked into points (Saks-Fifth Avenue); Mrs. Harvey Dow Gibson's incredibly shallow toque, wreathed round with white hyacinths and worn far down over one eye (a Suzy hat from Bonwit Teller); Mrs. William Goadby Loew's boat-shaped brown straw hat, turned up at both sides and hung with a veil that ties in back. (Bendel)

WASHABLE DINNER-DRESSES, cool as a breeze, for summer twilights. The frock at the left, below, is of pale pink silk linen, with red buttons; Jay-Thorpe; I. Magnin. At the lower right, the disarming dress of baby-blue linen has a naïve white collar; Jay-Thorpe. The girl on the stairs wears a dress of tucked white muslin, as innocent as an infant's, trimmed with entre-deux and tiny pearl buttons; Elizabeth Hawes. On the landing, the white Sanforized piqué frock has a halter of green-and-white dotted taffeta, tied in a huge bow; Lord and Taylor; Neiman-Marcus





STEICHEN





Boccaccio in Chaps

by Struthers Burt

A BLUE-EYED Norman—an editor of the *Revue des Deux Mondes*, lean, thin-cheeked, high-coloured, white-haired, always astonishing you by his appearance when you remembered that he was a Frenchman—first gave me the clue; the secret, inner reason. He was lying in front of the fire in the big room of the main cabin, and it was nine o'clock at night, and every one except the Norman and myself had scattered in pursuit of his or her desire of the moment; some to play cards, some to gossip, some to sleep, and some to make music and dance in the dance-cabin on the far side of the swimming pool.

That's the way with dude ranches; one of their charms. They are casual. One moment, a room is filled with people, especially after meals, of course, and the next it is empty except for the flickering fire, and the shadows, and the big-game heads, and the Indian and cowboy trophies, and a person or two stretched out lazily on the rug before the hearth.

The Norman raised his eyes and stared at the flames. He spoke as if to himself.

"Yes, of course!" he said. "To be sure! I understand now why people come here from all over the world. Yes, of course!" He hesitated as if trying to put his thoughts together. "You see," he proceeded, "this place—this life is mediaeval. That is, men and women experience here the one great virtue of the Middle Ages, or, at least, what we imagine the one great virtue to have been—leisurely and lucid social intercourse. You satisfy a nostalgia that all of us have; a nostalgia for some quiet, self-contained seeing of people naturally and easily and when you choose." He turned his head and looked at me. "Men and women are inherently gregarious. They like other people, and want to like them. That is one of the deepest of human instincts. But, nowadays, you have so little time to like other people, and as a rule, in the circumstances in which you see them, they aren't likable. Out here, they are at their best—or else, at their worst. At any rate, you see them in a clear light and can take them or leave them."

He stared at the flames once more and then once more looked at me.

"This is just like that charming house-party in the *Decameron*," he said, smiling, "—well, with certain reservations, of course. That charming group of people who fled from the plague to the outskirts of Florence. Extreme civilization and extreme simplicity, as always, box the compass and meet. And then, there's another thing—an accompaniment of such lucid, leisurely, human intercourse; people out here have time to tell stories, and to listen, and anecdotes, well told, are the only reasonable and bearable form of conversation."

He sighed. "This time," he concluded, "the plague we flee from is modern life."

Odd, isn't it, that it should have taken a Frenchman, in the Far West for the first time, to tell a ranchman why—fundamentally—his business was a success? Or rather, part of his business; the dude part. I wish he—the editor of the *Revue des Deux Mondes*—had known an equal amount about cattle.

But there he had put his finger on it, the fundamental reason for the dude business, and for fourteen years—ever since 1908 when, quite accidentally, as was usually the case then, I had found myself a dude wrangler—I had been wondering just what the basic reason was; the something that made dude wrangling a solid and growing business. For it was a solid and growing business; it showed the two essential stigmata. In the first place, it grew almost of its own accord; in the second, the demand exceeded the supply and had arrived before the supply. I have said that in those days most dude wranglers found themselves in the business accidentally; I might have said (Continued on page 122)







True Western chic was invented by cowboys, and the moment you veer from their tenets, you are lost. Your uniform for a dude ranch or a ranch near Reno is simple-but-severe blue jeans or Levis, turned up at the bottom once, laundered before wearing (to eliminate stiffness), cut straight and tight fitting, worn low on the hips, in the manner of your favourite dude wrangler. With these jeans go a simply tailored flannel or plaid cotton shirt, or possibly a Brooks sweater; a plain silk kerchief knotted loosely; a studded leather belt; high-heeled Western boots; a Stetson hat; and a great free air of bravado. These dude ranch clothes are from Best

Lady Brownlow

Lady Brownlow, who has just been in New York, has returned to her home in England—Belton House—which is one of the few houses designed by Sir Christopher Wren that are privately owned. Lady Brownlow is a type born for the most feminine of fashions. Perfect for her is this poke bonnet with a cluster of white violets, which she wears with a delectable white afternoon dress designed by Vionnet



DRESS FROM SAKS-FIFTH AVENUE

CECIL BEATON



SAKS-FIFTH AVENUE

PRINCESS PALEY, violets in hand and reverie in gaze (above), is wearing the very new, daintily pastoral Dresden-china bonnet, small in crown and tied under the chin with blue grosgrain ribbon. The hat is a Worth inspiration of burnt-biscuit Italian straw; and with it Princess Paley wears Lelong's dark blue taffeta afternoon ensemble. Both the hat and the dress are from Saks-Fifth Avenue. Jewels on both pages from Paul Flato.

This intensely feminine type of hat is perfect for summer afternoon wear with printed silks or sheers. And, in spite of this femininity, it has a neatness that takes it out of the garden-party class and makes it more than plausible for town.

The same thing applies to the two cart-wheels at the right, both of which are graceful without being floppy. The first is a burnt-biscuit straw hat covered with burnt-biscuit fish-net and furbished with brown grosgrain ribbon. At the far right is a Suzy model of shiny black Cellophane straw trimmed with pale blue grosgrain. Statues on both pages from P. Sarti and G. Lucchesi



WANAMAKER; J. W. ROBINSON • HOWARD HODGE



The Threesome (left) leads off with a red-and-white peppermint candy-striped dress of Daventree Mesh—a new Crown Rayon fabric that's cool and thin; Martha West • Greenish-blue linen (there's a colour for the country!) is cut with chic simplicity to make the second dress. A winy-red silk scarf and belt are heady touches. From Russeks • Easy stance, easy swing in the champion white silk crêpe golf dress, left. Deep inverted pleats in the skirt and back of the bodice do the trick. The quarter-sized buttons and red stitching down the pleats give spice. From Bergdorf Goodman

COLLECTION FOR COUNTRY



THESE are the clothes that you wear if you live in the country from June to September and come to town once or twice a week, perhaps, to lunch with your favourite beau. These are the clothes that you wear when you rush your husband to the eight-ten train in the morning; when you go to the club for golf and lunch; when you sit around and play bridge all afternoon; or when you go to the polo matches with the children on nurse's day out. These clothes are the basis of your summer life—the necessities that are hung up in every well-equipped closet from New York to California.

Linen is one of the prime favourites among the hot-weather materials—in pale pinks and baby-blues or in deep insistent purples or lavenders. Cottons for day, to be terribly smart, must have a new touch in their textures, or be embroidered in dots and squares, or have the fresh quality of a cross-barred bumpy piqué.

If you wear an all-white frock and hat, give your costume the clean-cut accent of dark shoes, dark bag, and dark gloves. If you come to town in a dark sheer suit, put on a huge white cart-wheel hat and the shortest of white cotton gloves. In every instance, the *desideratum* should be an out-of-the-band-box, freshly laundered look about you that hot days can't wilt.

All-day Dresses for country life. (First, left), a two-piece beige frock, spotted with red and white figures and made of a new American Enka jacquard material; De Pinna • (Centre): The indispensable one-piece frock that goes to country luncheons or even to town, made of a new Stehli fabric, called "Laughing Water," in yellow. From Milgrim • Sky-blue cotton is peppered with embroidered white dots in the two-piece dress sketched at the right, above. Terribly fresh and young, down to the last little moth-ballish button that fastens the blouse up the front. From Bergdorf Goodman

Turf Turnouts (right) for summer races and polo. Short sleeves on the first jacket make it cool as an ice. Of dark natural linen, plaided in green and lighter natural and worn with a green flannel skirt and scarf; Martha West • (Centre): Navy-blue linen skirt, pink linen jacket, revers and blouse of navy-blue and pink foulard—smart as a whip and good for town, too, on dog-days. Best has this model • (Far right): The summer jacket problem couldn't have a better solution than in this chamois coloured jacket of fabric-glove material, buttoned up with wood chips; Peck and Peck





Country Top-coats (left) go in for new fabrics • Cotton herring-bone tweed, spongy and not too warm, makes the coat at the far left. In brown-and-white. From Bendel • The linen duster coat (centre) has all of the practicality of its Gibson-girl ancestor, but ten times more dash and chic. Of white linen, belted with red leather; Lord and Taylor • It looks like a conductor's coat—the navy-blue wool coat, left. Even the four pockets are piped with navy-blue leather, in the best tradition of the road; Abercrombie and Fitch



Going to Town you'll want a frock like one of these sheer beauties (right), in which to survive the city heat. First, a pin-dotted brown sheer dress, with a white collar and buttons up the front like a shirt-waist frock; Bergdorf Goodman • (Centre): A double collar, flaring cuffs, and shaggy flower, all of crisp white organdie, look ethereally cool on a navy-blue sheer dress, spangled with white polka-dots; Saks-Fifth Avenue • The black sheer ensemble (far right) has its jacket and blouse picked out with embroidered dots the size of dimes, and a white crêpe flower and collar. Sada Sacks has this







FREEDOM

• Yellow sun. White sand. Blue sea. And beach clothes cut with an exhilarating freedom that stamps them Summer, 1935

• The girl at the far left gets a lift in a minimum of green linen. Her shorts are cut full, but not baggy. The paler green linen top is embroidered with brown and white dots. Saks-Fifth Avenue

• Her helper-upper has pulled on a brief natural linen beach dress over a brown acetate bathing-suit; Bonwit Teller. Sally Victor hat

• (Left) Pale green knitted shirt, navy-blue knitted shorts—a beach outfit by B. V. D.; Bloomingdale's

• The Lorelei (upper left) basks in a short navy-blue sail-cloth skirt (that you can't see) and an almost backless red-and-white linen top; Altman; Neiman-Marcus

• (Second, top) A dull blue linen pyjama jacket, over mulberry linen pants, looks very Chinese with its high neck; Saks-Fifth Avenue

• (Above) A new version of the sweat-shirt, of natural coloured knitted fabric; orange sailcloth slacks; Altman; Marshall Field



OF THE SEAS



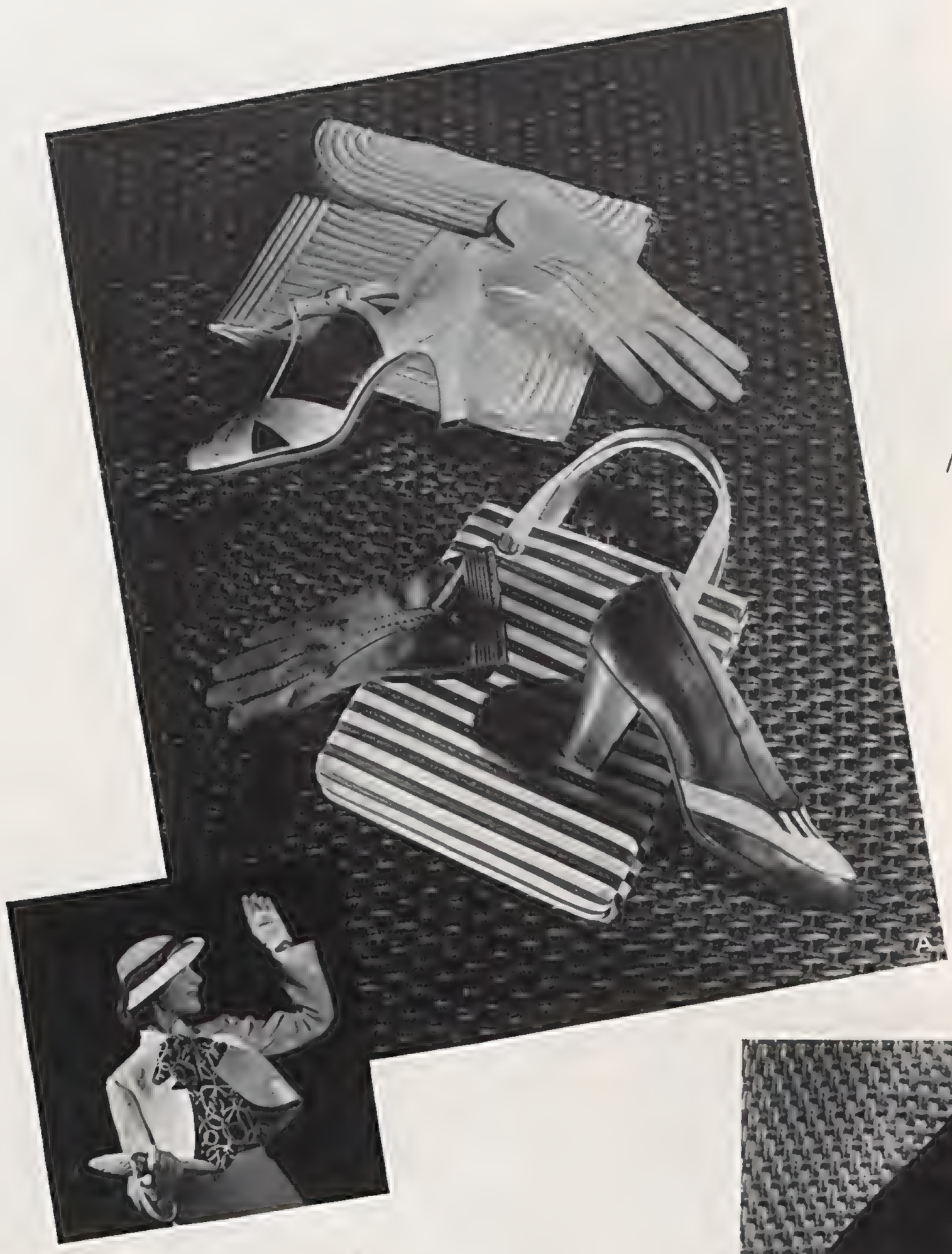
TONI FRISSELL



• Even beach costumes have come under the spell of India. The acrobatic lady at the upper left wears a wrap-around beach dress of Indian cotton, plaided in weathered tones of green and brown, which fastens on over a bathing-suit with straps and two overgrown buttons; Saks-Fifth Avenue
• For lithe young figures—this U. S. Rubber bathing-suit of navy-blue rubber in the photograph directly above. Tiny perforations all over its brief expanse give you that incomparable feeling of no suit at all when you're in the water. Rope straps in back make very nautical and amusing fastenings. You can get this suit from Altman; Marshall Field
• Pale pink is a new colour note for beaches. Pure silk, knitted in tiny nubs, makes a new and very smart material for aquatic life. And both of these high lights are combined in the one-piece B. V. D. bathing-suit that's worn by the energetic mermaid at the left. From Peck and Peck; Burdine's

Props

THAT CHANGE
YOUR SCENE







A. Grandstand play—the white linen suit above, with a navy-blue and white linen blouse (Bonwit Teller) has a double life with the two sets of accessories above it. In white: Bienen Davis corded kidskin bag (Lord and Taylor); Aris Aintree doeskin gloves (Lord and Taylor); Delman's kid-and-linen sandals. Change to a brown blouse and: Louis Meyer's hand-sewn English suède gloves (Bonwit Teller); Nat Lewis calf-and-linen bag (Bonwit Teller); La Valle's brown-and-white kid pumps (Saks-Fifth Avenue). Florence Reichman's white ballibuntl hat

B. Teeing off in top form—vary the white linen dress, stitched in blue (Saks-Fifth Avenue) with the two sets of accessories at the right. The Echo blue silk scarf (Bonwit Teller); red, white, and blue lisle shirt (Wanamaker). White-trimmed blue suède Oxfords from Stern's. Or change to the stitched white piqué hat bound with blue ribbon (Jay-Thorpe); E. P. Reed's blue-tongued shoes of white bucko (Franklin Simon); hand-sewn doeskin gloves with blue kid palms (Bergdorf Goodman); white linen bag with blue leather and Talon fastening (Best)

BRUEHL





C. For dallying on the seashore—an accordion-knitted navy-blue and white bathing-suit that fits like a glove (from Best); a red-and-white cotton parasol, anchored at the corners, for frivolous moments and sunburn protection (Saks-Fifth Avenue); a deep and generous sail-cloth bag in blue and red that swings from a rope handle (Saks-Fifth Avenue); blue-and-red sandals of Wamsutta sail-cloth, lashed with red cords (from Stern); and, as a final fillip, a red sail-cloth belt, fastened with rope, to hold up your slacks or your sail-cloth skirt; Saks-Fifth Avenue

D. Pavements hot and sunlit. Lunch, shopping, tea in town. A cool blue-and-white silk dress and jacket (Jay-Thorpe); navy-blue taffeta hat (Florence Reichman); Premier navy-blue kid-and-suède step-in shoe, piped in white and cut far up over the instep (from Altman); wrist-short gloves by Wear-Right, of white double-plex fabric, fastened with a single button (Lord and Taylor); Koret's capacious navy-blue calfskin bag, clasped with silver metal (from Bergdorf Goodman); and a ragged white carnation, fresh and dewy from the florist, as a boutonnière



ELIZABETH ARDEN • ALTMAN • MARTHA WEST

VOGUE'S *finds of the fortnight*

• And why do we call them Finds? Why did we choose these five models out of the thousands in the shops? First, because they're what you'll need for week-ends-in-the-country, and second, because each one has some special merit.

• The sports outfit (farthest left), for instance, is not only well-cut, but a miracle of adaptability. Shirt and shorts make a play suit; a skirt ties around to make you welcome on the country club porch; and when it gets warmer, there's a halter top to replace the shirt. Of "Beauchallis" (Marshall Field's fabric of Du Pont Rayon), printed in a Persian design. Elizabeth Arden; $25

• Printed jackets worn over plain frocks are terribly smart; and when the frock is of white shantung, like the centre dress, and the coat of black-and-white linen, you have perfection for Sunday lunch in the country (the coat has endless uses for town); Altman; $30

• Shirt-waist dresses make the backbone of every woman's wardrobe. The crêpe one, left, flower-printed, combines practicality with gaiety, and can watch a game or play it. Martha West; $25

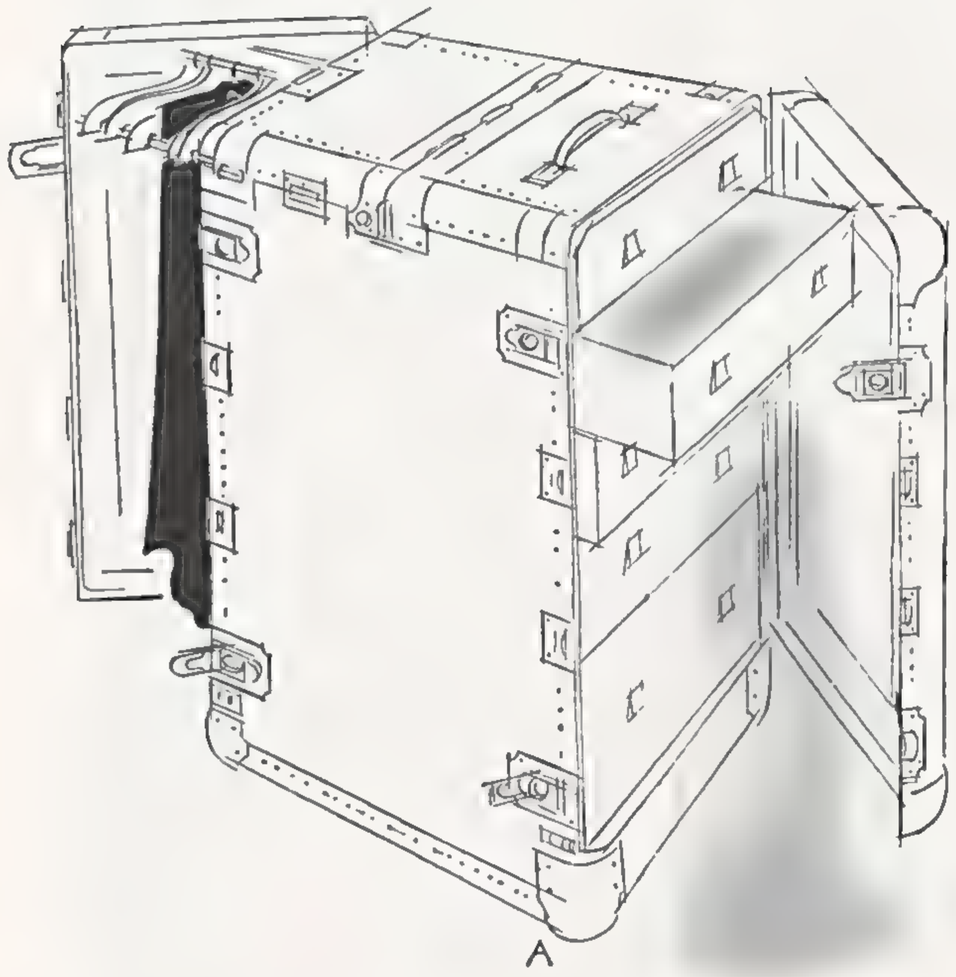
• Of course you'll need evening clothes, and the crêpe ensemble at the right, in creamy pastels, is charming for any age and can, besides, be worn to formal or informal parties, for its swagger coat is a gay deceiver. Best; $40

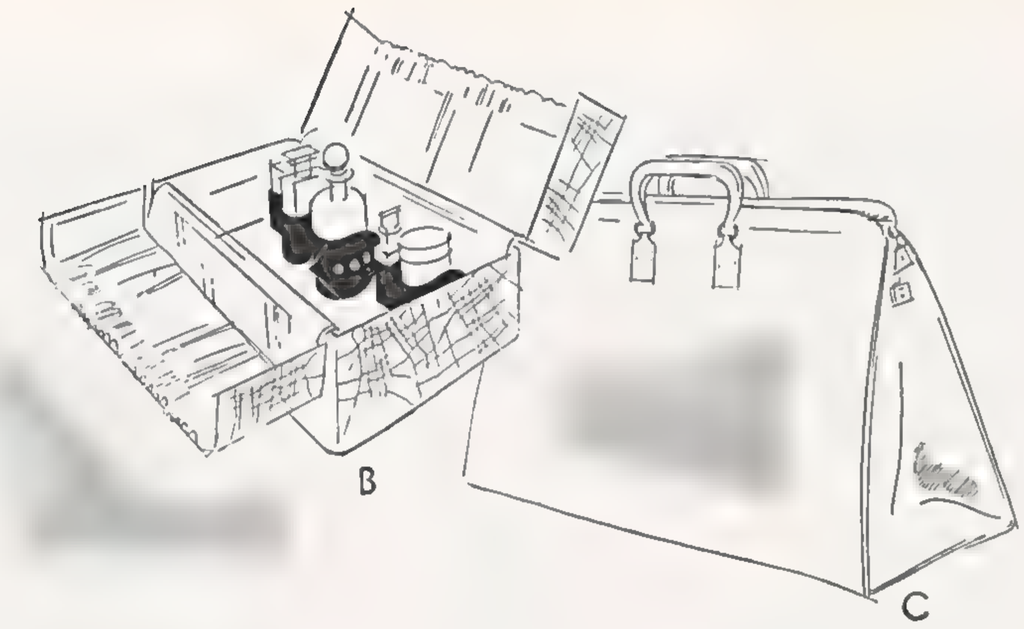
• Nothing is more chic than sheer black net; nothing more feminine than flounces; nothing more unexpected than the white rickrack with which each one is edged. This frock (far right), with its separate cape, is for the young and romantic. Also in pastels. Saks-Fifth Avenue; $60

FOR A LIST OF SHOPS IN OTHER CITIES WHERE ALL OF THESE SMART MODELS MAY BE PURCHASED, TURN TO PAGE 128



BEST • SAKS-FIFTH AVENUE


A

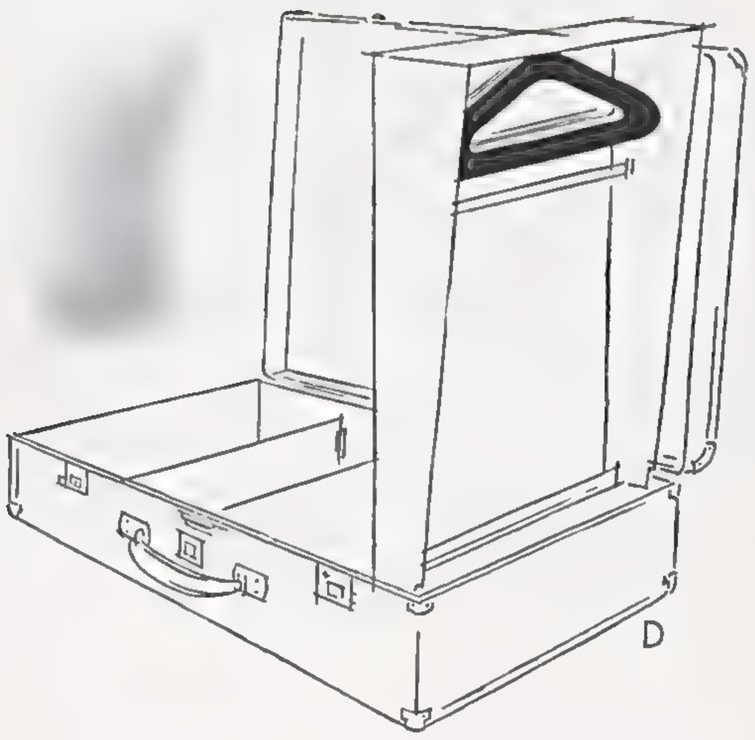

B C

TRAVELLING HEAVY. The lady below wears a grey wool top-coat and skirt, crêpe blouse and grey felt hat. From her blue calf bag (Miss Penn), she has pulled a Buxton key purse (Saks-Fifth Avenue)
• In the foreground are a pigskin bottle bag, with glass containers, and a pigskin case for books you hate to leave behind; both from Arthur Gilmore
• Against the wall is Hartmann's natural rawhide hat-and-shoe trunk; from Saks-Fifth Avenue
• Next, two Hartmann suitcases of natural rawhide and a trunk to match that opens back and front (as shown in sketch A). From Saks-Fifth Avenue
• On top of the trunk is Bryon and Bandy's grey crocodile cosmetic kit with adjustable straps to cradle the original containers—shown also above (B), with a blue leather overnight bag (C). Both from Saks-Fifth Avenue



REMIE LONSE

TRAVELLING COSTUME: BONWIT TELLER AND NEIMAN-MARCUS • HAT FROM BONWIT TELLER

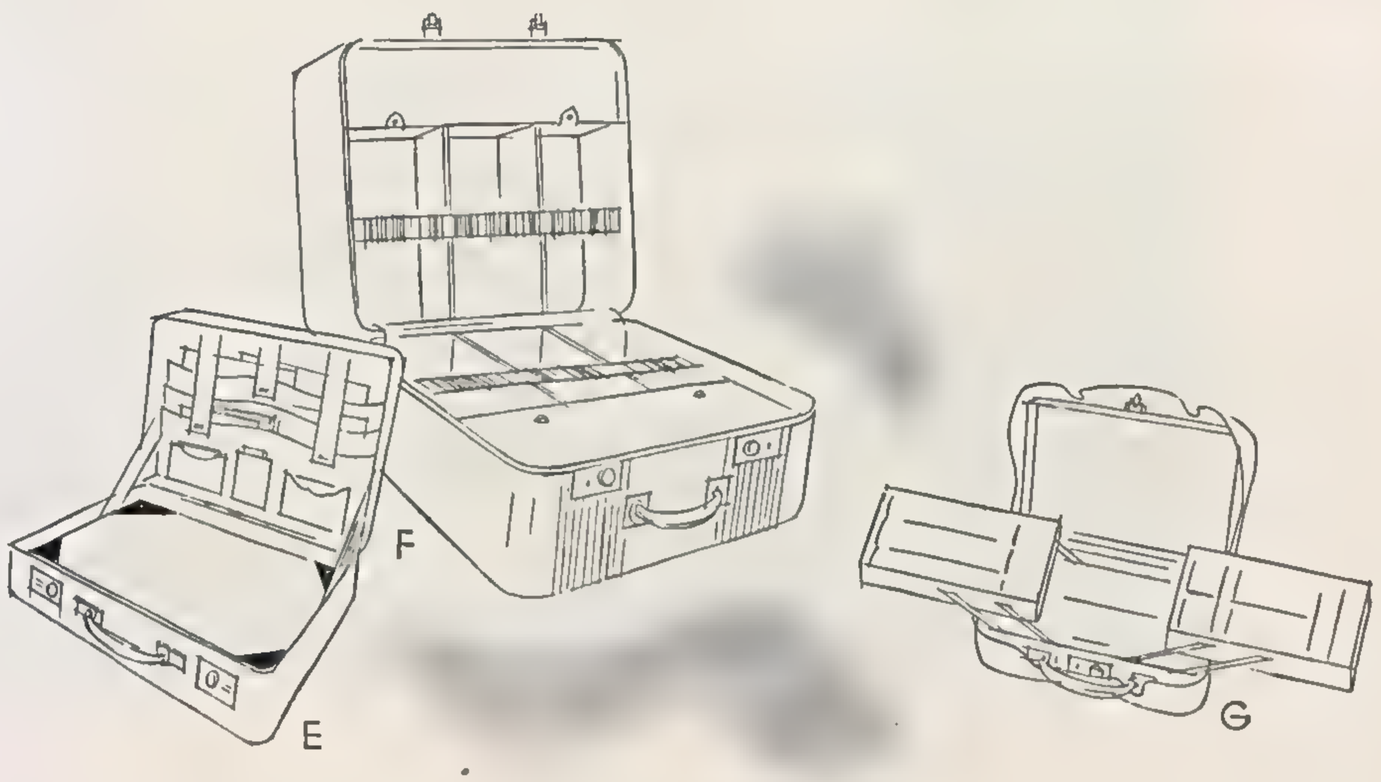


LUGGAGE

TRAVELLING LIGHT (and by light, we mean a comfortable minimum of luggage for a well-rounded wardrobe) is no end convenient, particularly when your destination is Europe and your objective a short whirl. The lady has chosen a tailored jersey dress and jacket in slate-blue; a blue baku straw hat; and a C. W. Davenport blue grain calf bag • At the bottom of the luggage pile—the very foundation of her equipment—is a wardrobe trunk of black fibre, small enough for the taxi driver to tie on his cab with a smile; Oshkosh Luggage Shop • Piled on top and beside the trunk are an Oshkosh suitcase, hat-box, beauty kit, all of pigskin. From Dale Luggage • Oshkosh made the Talon-fastened canvas duffel-bag (in the photograph) to take care of last-minute packing; Macy's • In the porter's hand is Arthur Gilmore's coloured leather case, for gadgets and jewels, with a cover to match • Another gem for travelling light is the Wheary wardrobe suitcase (D), of Tufraw-Rawhide, with hangers • This red or bright green leather writing-case (E) takes the pain out of correspondence; Saks-Fifth Avenue • Shoes take care of themselves tucked in the canvas Oshkosh case (F). There are sections for stockings, too. Macy's • Jewels and trinkets go into the green leather case (G) that closes over folding trays. From Saks-Fifth Avenue



ENSEMBLE: SADA SACKS AND MARTHA WEATHERED • HAT FROM MADAME PAULINE



• The lady below is busy with Prince Matchabelli's Marine Bag, designed for beauty on the beach. It is of gay, water-proof tweed and slides open; its contents are spread out in the photograph at the right. The Travelo hooded beach coat and bathing-suit to match are from Russeks. The beach chair and the vast umbrella are from The Play Hour Shop, at Abercrombie and Fitch

• Dorothy Gray's summer evening bag of bright, woven straw, at the far right, holds, among the other things you see, cigarettes in a specially designed compartment. The background is Cheney's "Crystalcheck," a lovely evening fabric in flower colours



ACCESSORIES OF THE MATCHABELLI BAG



DOROTHY GRAY'S SUMMER EVENING BAG



PRINCE MATCHABELLI'S BEACH BAG

NELSON



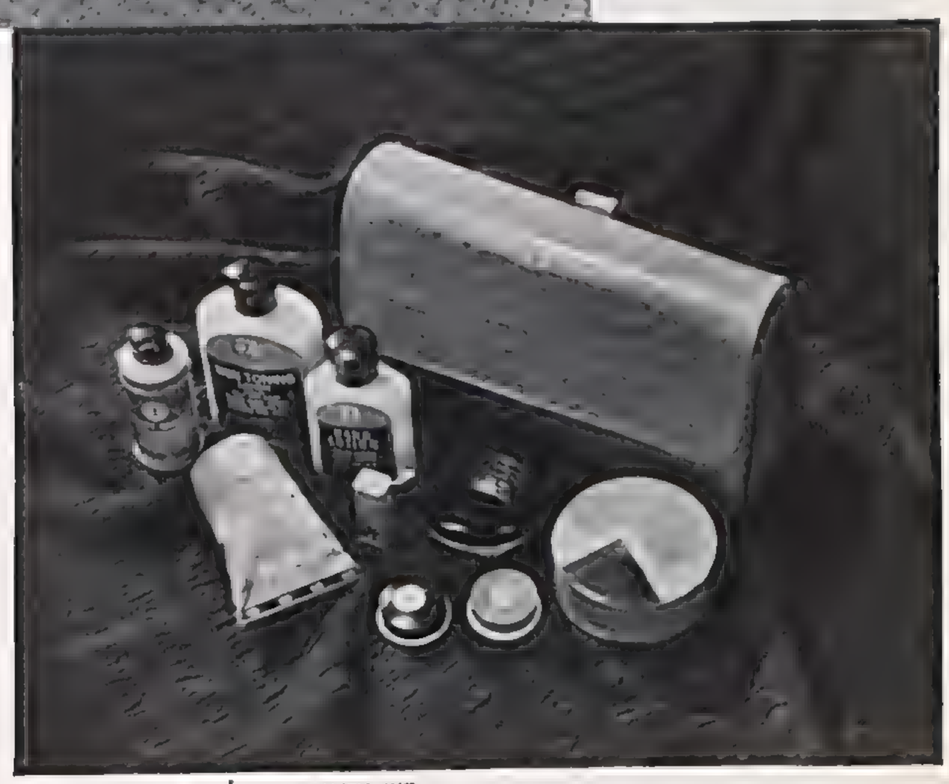
PRIMROSE HOUSE CRUISE CASE



ELIZABETH ARDEN'S FITTED DAYTIME BAG

KATHLEEN MARY QUINLAN'S TRAVEL BAG





HELENA RUBINSTEIN'S BEAUTILITY KIT

BEAUTY IN THE BAG

• And these beauty bags are as full of tricks as a magician's—but a lot more versatile. This year, there's a smartly turned-out bag equipped to meet every feminine crisis in pulchritude • The lady above is completely absorbed (as who wouldn't be?) in Elizabeth Arden's daytime bag, of faille or leather, complete with the famous square compact, lipstick, match-case, mirror, purse, and comb. Suit and hat from Hattie Carnegie. The Guibert Frères doeskin gloves are in the new plaster-white • In the calfskin cruise bag, at the upper left, from Primrose House, are eleven cosmetics, an easel mirror, and space for incidentals. Background, Juilliard's rabbit's-hair woollen • Kathleen Mary Quinlan's smart black travel-case could pose as a hand-bag, opens out flat, and holds nine preparations • The Beautility Kit of simulated alligator with a plaid waterproof lining, holds nine Helena Rubinstein preparations, and costs amazingly little. Background, Cheney's "Crinklecheck"





AS YE SEW

TRULY smart clothes come from that perfect combination of line, fabric, and fit, which so many women of taste achieve from well-made designs like the summery ones on these pages.

• Frock No. 7028, for example, is an "Easy-to-Make" dress with the new fuller skirt and its own short-sleeved jacket. We suggest a Sanforized-Shrunk linen from McBratney—in navy-blue for the dress, red for the jacket. An extra jacket in white or natural linen to match a hat changes your whole appearance. Designed for sizes 12 to 40

• Frock No. 7038 is another one-piece dress with its own jacket that believes (as we do) in pleats. Pleats from yoke to hem; pleats in the short sleeves and the back of the jacket. Try matching your belt, buttons, and hatband for summer gaiety—in bright red if you make the dress of white piqué, or, possibly, in brown if you use the sheer nubbed cotton from Messner, called "Soufflé," in turquoise. Designed for sizes 12 to 20; 30 to 38

• Frock No. 7036 is an "Easy-to-Make" model, with short or long sleeves. This is effective made of Klein Brothers' "Manly Stripes" of Crown Rayon, or of Stehli's new "Laughing Water," a woven moiré Celanese, delightful in yellow, with fine black stripes. Designed for sizes 12 to 40

• Coat No. 7033 is, again, "Easy-to-Make" and wearable over nearly every dress you have. Its swagger back and raglan sleeves are charming. It might be made of Everfast natural peasant linen, from Erlanger Blumgart, or of Forstmann's chamois coloured "Coolaine." Designed for sizes 12 to 42

• FROCK No. 7030 has a hundred hot-weather uses. It may have just-below-the-elbow puffed sleeves, on an elastic, or plain short sleeves; in either case, it will be cool made of Ameritex Sudanette "Klokay" printed seersucker, or of Messner's "Seerlasse" in a delicious pastel. Designed for sizes 14 to 40

• ENSEMBLE No. S-3816 is the smartest possible combination this summer—a plain dress under a printed coat. The dress has an interesting three-section skirt and a draw-string neck-line. The coat has gathered fulness below the yoke. We suggest an Eller-Beckley print with a brown or an orangey-red ground, worn with a white dress; or, for the perfect town ensemble, make the dress and coat of Marshall Field's heavy sheer matelassé. A white toya hat, banded in navy-blue grosgrain, will make you look cool. This model is designed for sizes 14 to 40

• FROCK No. 7040 has front skirt fulness, a small upstanding collar, and a narrow vestee. This town frock would be equally smart in a Foreman crêpon, printed with white rings on a dark red ground, or in plain crêpe, with white piqué at the neck. Designed for sizes 14 to 40

• FROCK No. 7034 has radiating tucks at the neck-line, waist-line, and sleeves, and a flattering collar flared above the ribbon-tied neck. Of Bloomsburg's "Sporteff," a pale pink herring-bone weave of Crown Rayon, this model is smart for Sunday lunch. Designed for sizes 12 to 20; 30 to 38





OTHER VIEWS OF THESE DESIGNS APPEAR ON PAGE 112



• It's a nice enough gesture to write "bon voyage" on your card and put it with the latest book or with flowers as a going-away gift, but it's not exactly the height of originality. Any one can tell a book or flowers from the package, and there is no surprise element—which is the body and soul of good gifts. To make a deep-dyed impression, you might let your departing friend think that the ship had sailed with no remembrance from you—until the head waiter arrived before dinner with champagne cocktails to which your card was attached.

• A really lavish gesture is to order champagne cocktails for every night of the voyage. At least, it shows forethought—since you have to make a trip down to the boat to do it. It's a good idea—but don't try it on any one who can't face dinner after the steamer gets under way. In that case, send a hamper with splits of dry champagne in it, for champagne rivals "Mothersills" as a seasick remedy. Of course, champagne can be bought on board, but it's more exciting to drink if it has been sent as a gift.

• The Midtown Wine Shop (at 17 East Fifty-Fourth Street) has good-looking wicker hampers complete with lock and a Saint Christopher seal as an added protection to travel. The hamper costs about $20, filled with four bottles of Scotch, say, and the Earl of Gosford is on hand to advise you as to vintage and selection. Sherry, port, or practically anything drinkable is acceptable to the good sailor who likes to entertain in his cabin. The hamper is grand to carry books or lunch in later. You might add a pound of freshly roasted jumbo pecans from Anne's Candy Shop, at 793 Lexington Avenue; something solid to nibble on is a good idea when drinking on board. The pecans cost about $3 a pound.



• As for flowers, Gabrielle France, at 526 Madison Avenue, scents her carnation, white violet, gardenia, and anemone boutonnières with their own perfume and puts them up in real florist boxes as gifts. You might send bouquets to the boat for everything from sports to evening wear. They will last, not only through the voyage, but all through the summer. Although fresh flowers are unfailing as charming gifts, it must also be said that artificial flowers are smart and gay. Gabrielle France charges only about $1.50 a bunch for flowers that will give pleasure many times over.

• To the friend who is very particular about his coffee, send a case of Sherry's best coffee put up in bottles (pints cost about $4.20 a dozen; splits, about $3). You will be blessed every morning as long as the coffee lasts, and your reputation as a thoughtful person will be made for life. Eau de Cologne is another liquid gift that is always acceptable, if not drinkable. It's good for bathing the fevered brow, cleaning off train dirt from hair and neck, setting hair when there isn't time for water to dry, and general freshening up. Everybody likes "4711" Eau de Cologne, and Lord and Taylor's have it in various sizes costing from under $1 to about $5.



• Mitcham's Lavender is another favourite that you can get at most department stores, in tiny little flacons up to jumbo bottles. And don't think that smelling-salts went out with girlish fainting. For any one who may have to spend a sea voyage in her cabin, they are essential. You can get Crown Lavender smelling-salts at Macy's for about fifty cents a bottle. Yardley's packaged shampoos, which take up no room and are perfect for travel, are put up with rinses for blondes, brunettes, or redheads, at about 25 cents a package. Yardley also has such delicate suggestions as compressed lavender blossoms to hang in a trunk (about $1.35 a box) and crushed roses, April violets, and lavender blossom sachet packages (for about $1.10 a box) to scent your lingerie.

• Remember how you always forget a bathing-cap when you go on a trip? Why not send a couple of caps as a silly gift to a friend? Best has some grand skull-caps that have some suction arrangement that really keeps them on (about 65 cents each). Coat- (Continued on page 118)



Let the skilled soup chef strike the *first note!*

Entertaining is grand fun, of course . . . especially when the hostess looks her very best . . . fresh . . . radiant . . . no little tell-tale lines of fatigue in her face . . . nothing to show that planning and arranging have taken their toll.

And you can be sure of this—she does not burden her mind or her kitchen with soup-making . . . she leaves that to the most skillful soup chefs in the world—Campbell's . . . so what otherwise would be her first anxiety—her soup course—is no anxiety at all.

It's a real help to any woman's peace of mind to know that her soup will be just right . . . always . . . without fail . . . both when she has guests and for the family meals . . . Serving Campbell's Soups gives her that happy assurance.

Have you glanced lately at the full list of Campbell's Soups? . . . It's printed on this page—also on the label of every Campbell's can . . . you will find it "newsy" and helpful . . . real meal-time suggestions . . . superbly delicious soups . . . every kind you ever want!

21 kinds to choose from . . .

Asparagus	Clam Chowder	Ox Tail
Bean	Consommé	Pea
Beef	Julienne	Pepper Pot
Bouillon	Mock Turtle	Printanier
Celery	Mulligatawny	Tomato
Chicken	Mushroom (Cream of)	Vegetable
Chicken-Gumbo	Mutton	Vegetable-Beef
	Noodle with chicken	

LOOK FOR THE RED-AND-WHITE LABEL

Consommé, *by Campbell's*

—the clear, sparkling soup so much in demand for formal functions and for the family table. It's the ideal prelude to the more elaborate meal. Invigorating broth of choice beef—amber-clear—delicately flavored with vegetables. A soup aristocrat!

Cream of Mushroom, *by Campbell's*

—soup de luxe—one of the newest and most popular favorites everywhere. Fresh, whole, cultivated mushrooms of finest table quality. Fresh double-thick cream. A liberal garnish of mushroom tidbits. A social lion!

Pea Soup, *by Campbell's*

—Splendidly nourishing, tempting purée of peas—enriched with choicest creamery butter—seasoned to your delight by the world's most skillful soup chefs—Campbell's. Even more nourishing served as Cream of Pea by adding milk. Strictly vegetable.

Tomato Soup, *by Campbell's*

—king of all soups—the favorite of favorites—the soup with the flavor that has never been equalled. Serve it as Tomato Soup by adding water, or as Cream of Tomato by adding milk. Either way, it's in a class by itself!

Ox Tail Soup, *by Campbell's*

—a soup your family is sure to welcome—especially the men. Vegetables, barley and sliced ox tail joints, in a rich ox tail broth. Fine sherry gives its bouquet and flavor to this delightful and hunger-satisfying soup!

Condensed to give extra value!

When you buy a can of Campbell's Soup, you are really getting two cans of soup for your table. For, by adding the water yourself, you obtain double the quantity of full-flavored soup of just the right strength and consistency.





To wear Lucien Lelong's "Opening Night" is to feel like the star of the performance!

DISCOVERIES IN BEAUTY

EVERY so often, something occurs in life that restores our somewhat faltering faith in miracles. The latest such occurrence took place in the salon of Dumas, the hair-dresser, in the Savoy-Plaza. We went there with a friend. She was a beautiful friend, to be sure, but she was exceedingly tired. And she looked tired. She sat in one of the chairs, told Dumas that she had a huge dinner-party to face and was wearing a silver-blue dress, and closed her eyes.

He started out, and we observed. First, he cleaned her face with creams and tonics and put on a very light powder foundation, all of which seemed reasonable and logical. But then he took cream rouge and began doing what seemed to us extraordinary things with it. He touched it lightly under her eyes. He rubbed rouge into the faintly etched lines between her nostrils and mouth and into the smile lines at the corners of her mouth, but not a trace of it on her cheeks. Then, he started to work with powder, two or three different shades, varying the lighter and deeper shades to create high lights and shadows. He painted her long blond lashes a dusky blue and put a coat of peacock-blue eye shadow across the lids. And it was a coating of shadow, too, not a mere film, to complement her eyes.

When it was all over, the lady opened her eyes. There weren't any wrinkles, there wasn't any tiredness. There was instead a fresh and radiantly lovely face. And it seems that these transformations go on here all the time, for, every time you have your coiffure done in this salon, your face is done, too. We went peeking rudely around in booths and saw all the occupants being made up before their hair was combed out. You can have cold-cream on your face, too, during the first of the siege under the drier, which has always seemed an excellent idea to us, anyway. Of course, the practical point of all this is that you are given directions for doing this wonder work at home with the assistance of Monsieur Dumas's cosmetics. And you are certainly spurred on to this effort by that first enchanted look when a radiant new face is reflected back at you from the mirror.



ANDERSEN

Prince Gagarin has created three new perfumes—lovely fragrances with a definitely individual air. They are called simply "Bouquet," "Special," and "Lilac"; in smart shops

• It is apparently a sad, but true fact that, even in the merry month of May, people are not immune to colds, laryngitis, and such. The warmer the weather, the more tenacious the attack of the malady. Now all of these ills affecting the chest can be almost instantaneously (Continued on page 112)



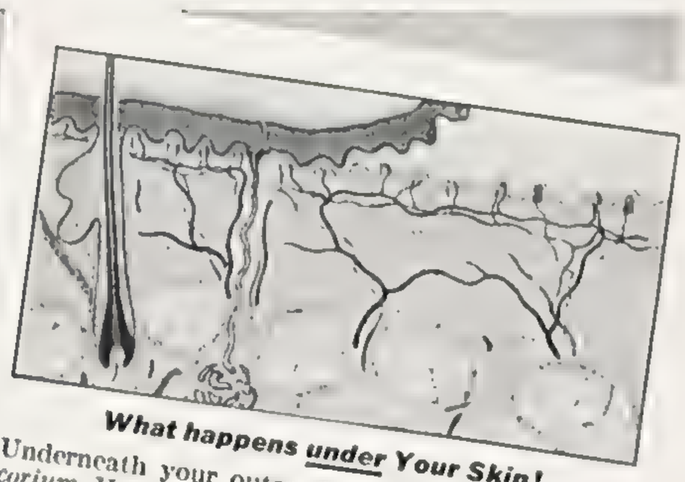
NELSON

Bright woollen nosegays scented so that the perfume endures is Qui Sait's inspiration for spring chic. To be had at the Qui Sait shop in New York

FIGHT LINES, WRINKLES, BLEMISHES *WHERE THEY BEGIN*—IN YOUR *UNDER SKIN!*



Mrs. Crawford Blagden, Jr., of Tuxedo, New York, says: "Pond's Cold Cream cleanses thoroughly."



What happens *under* Your Skin!

Underneath your outer skin is the true skin, or *corium*. Here are tiny blood vessels, nerves, fat and muscle tissues, oil glands. On these depends the beauty of your outer skin. When they grow sluggish, look out for blackheads, blemishes, lines!

LINES, WRINKLES, signs of wasting of the underskin—impaired nutrition—lack of invigorating oils.

COARSENESS is made worse by clogged pores, neglect, improper cleansing.

BLACKHEADS come from pores clogged by thick secretions from overactive skin glands.

DRYNESS is often due to poorly functioning underskin, inadequate oil supply.

BLEMISHES. Many factors lead to blemishes—among them, inactive circulation, improper cleansing.

SAGGING TISSUES, due to loss of nerve tone, impaired circulation, fatty degeneration of the muscles.

SEE SMOOTH GLOWING CHEEKS RETURN AS DEEP-REACHING CREAM STIRS UNDER SKIN BACK TO VIGOROUS ACTION

HAVE you ever asked yourself *where* do skin faults first begin? The answer is —in the *under* layers of your skin.

You see, the *under* layers of your skin are just full of little nerves, fibres, cells, oil glands, fat and muscle tissues. Keep *them* actively at work, and your outer skin just blooms beauty.

But once the teens are past, all these busy goings on in the underskin begin to slow up. Oil glands begin to dry up, or lose control and give off too much oil. Circulation slows. Nerves and fibres lose their snap. Result—all sorts of little blemishes, blackheads, roughness—as you grow older, lines, sallowness, wrinkles, sagging tissues!

THAT is why you need a cream that *goes deep*, keeps your underskin active.

Pond's Cold Cream goes right to the underskin. Its specially processed oils sink deep. As you pat it into your skin, you feel the circulation freshened, stimulated. Dirt, make-up, all sorts of impurities from within the skin itself are softened, loosened, lifted from the pores. Your underskin is liberated, free to function actively again.

Take a look in your mirror after a thorough, deep-skin cleansing and stimulation with this cream. How much fresher and clearer your skin is! With just one treatment!



Mrs. Francis Grover Cleveland *says:*

"Pond's Cold Cream seems to wipe away lines and blemishes—gives the skin a fresh, smooth look." A leading dermatologist said: "Her skin is of fine, soft texture."

Pond's Cold Cream is pure, germ-free. Use it daily. *Every night* before retiring to flush impurities away, free the skin, stimulate its under layers.

In the daytime, too, to freshen it, bring the color to your cheeks, give your skin the satiny surface that takes your rouge and make-up so smoothly.

See what 9 treatments will do

It is easy to try Pond's. We are making it especially easy for you, by offering you a special tube of it, enough for 9 treatments! Just send us the coupon below, and a generous package is yours. Remember, the healthy, vigorous *underskin* Pond's Cold Cream gives you is a sure means to the lovely, satiny *outer skin* every woman wants.

Mail coupon today for—**GENEROUS PACKAGE**

including 9-treatment tube of Pond's Cold Cream and 3 other Pond's beauty aids.

POND'S, Dept. E56, Clinton, Conn.

I enclose 10¢ (to cover postage and packing) for special tube of Pond's Cold Cream, enough for 9 treatments, with generous samples of 3 other Pond's Creams and 5 different shades of Pond's Face Powder.

Name_____

Street_____

City_____ State_____

Copyright, 1935, Pond's Extract Company



Lordy Lady • here's a Selby Shoe for summer's grace and charm

It is made of one part Evans lustrous blue kid . . . one part Selby's delicately expert craftsmanship . . . and one part pure romance. Observe, please, the exquisite cut-out design, the tiny grosgrain bow and saucy heel. Observe, too, the leather, so soft, so cool, so charming. No breeze from the Vienna Woods was ever more refreshing. Ask for the "Olivia" in Evans Kid and put your feet into the spirit of midnight blue and waltztime. John R. Evans & Co., Camden, New Jersey.



Evans **kid** *Leathers*

YOU WILL FIND THEM IN THE BEST SHOES

FASHIONS IN THE U. S. S. R.

(CONTINUED FROM PAGE 57)

can see all the fashions and buy any clothes you want."

"But don't you have to have a worker's card or party ticket or something of that kind in order to shop in these *univermags?*" I inquired.

"Not at all. Any one can go in and buy anything she pleases. That's how they are different from Torgsin and the Cooperative Stores. In Torgsin, you still buy for *valuta* (foreign money); in Cooperative Stores you have to be a member, whereas here, only Russian money is accepted, and all *univermags* are open to everybody. There is a beautiful one in the building of the former Guards' Economical Society. You must see it."

THE UNIVERMAG

Next morning I went there. In the pre-revolutionary days, the Economical Society catered to the guard officers and their families and used to be the "General's"—that is, my father's—favourite store. Constantly he would go there and, though he did not really need anything, would buy just for the fun of it.

"My Economical Society," he used to call it proudly and bring home all kinds of useless and most hideous objects that made my mother throw her hands up in despair.

The last time that I had been in the store was when the General had invited me to help him choose some Christmas presents for the servants. Together, arm in arm, we had wandered from floor to floor, looking over the things, discussing them, buying, and finally, exhausted, had decided to have tea on the balcony of the restaurant, which overlooked the main staircase.

Leaning comfortably back in his chair and drinking one glass of weak tea after the other, he had said confidentially: "Listen, Goubernatorsha, you and I, we must come here often together. I don't know why your mother doesn't care for this place, but you do, and you're a great help to me, a great help indeed." And he sighed contentedly and dropped a sixth piece of sugar into his glass—a forbidden luxury at home, as too much sugar was considered bad for him.

But we never came back, for soon the Revolution broke out, and the Guards' Economical Society went the way of all stores in those days of destruction.

Now, as I approached the *univermag*, I saw in its windows a brave display of women's clothes. Cloth suits, like the one the pretty girl at the airport had worn, plain little frocks with frills and bows, labeled "For Afternoon Wear," and evening dresses with very long skirts and short puffed sleeves that seemed to be the great fashion, for later I saw them everywhere.

Inside, the store was seething with activity, and people were pouring in and out of it in two steady streams. Near the entrance on a big round dais stood life-sized wax figures, exhibiting the latest models, all of them somewhat shop-worn and dusty. Slowly they revolved, while a large crowd stood around and watched them with keen interest, as they would a puppet-show, and chuckled and nudged each other, saying: "Look, look, aren't they beautiful?"

Alas! To any eyes but Russian, they could hardly be called beautiful.

One figure was dressed in a lavender knitted sports suit, a trifle faded. Another displayed a dark-blue-and-red afternoon frock, very much like the one Katia had worn the previous day, while a third one showed the latest fashion in evening gowns, this particular one being made of shiny blue satin, with the inevitable short puffed sleeves, a narrow strip of grey fur around the neck, and a dusty little train that swept the ground.

Further down the aisle, all kinds of accessories were sold: fur neck-pieces, bright silk shawls, scarfs, articles of jewellery, gloves, perfumes, cosmetics, all very cheap looking, as in the basement of a second-rate department store. A whole counter was devoted to purses made of excellent Russian leather, but nowhere did I see any evening bags, either silk or beaded or brocade. Later on I was told that the same daytime leather bag or purse does duty in the evening, too.

"Even with a formal gown?" I asked.

"Why, yes, of course. What's the use of having another special evening bag when you have a good-looking and serviceable leather one? That would be only waste of money."

Slowly I passed down the various aisles and finally came to a special children's department where baby clothes, with the usual bows and trimmings, and knitted woollen articles and shoes and toys were sold.

This, again, was something quite new to me, for, during the Revolution, toys were frowned upon as being obsolete and unnecessary for the little proletarians. However, now the toys are mostly of the educational kind used in kindergartens: blocks, crayons, animals, flowers, and alphabets. Nothing fantastic, like dragons or witches or bogy-men, as that is positively taboo. Books, too, have to be instructive and, instead of telling fairy-tales or any kind of make-believe stories, impart useful information concerning trains, boats, factories, machines, electricity, and various phenomena that might be interpreted as being supernatural.

Most of these books are well written, in such a colourful manner as to hold the children's attention and interest them as much as a fantastic story would.

FASHION IN RUSSIA

We spent the evening with my old nurse, Tatiana, who, despite her advanced years, has become since the Revolution a professional dressmaker. And she told me many things about the new fashions.

"Oh, yes, they are dressing much better this year than they have for a long time," she said. "In fact, better for the first time since 1917. Don't you remember how they looked during the days of the Revolution: skirts to the knees, woollen stockings, leather coats, caps, short hair, and generally with revolvers at their belts?"

I nodded. Didn't I remember, having dressed that way myself, minus the revolver?

"Now," she (Continued on page 96)



Genevieve Tobin and George Brent with Buick in **"THE GOOSE AND THE GANDER,"** *one of Warner Bros.' star productions of the year.*

BUICK . . .

Sparkling Style Star of the Screen

Styles come from Hollywood today. Seeking a car to match its own chic creations, Hollywood chooses the lovely Buick for its leading sophisticated productions. Of your car you require more than the aristocratic modern beauty which satisfies the screen. First of all, there must be quality to make your investment good. The thorough soundness of Buick quality has been known the world over for years. Today, by progress and refinement, it is higher than ever before. You want suave and willing performance, too—and you have never driven a car that "does its stuff" more adroitly and easily than Buick. Its room and luxury, the fineness of its upholstery and interior fittings, are worthy of its name. When it comes to dependability and safety, there is none to surpass Buick. Unless you have driven a 1935 Buick, we suggest that you put its performing and Knee-Action riding abilities to your own test, and acquaint yourself with the new ease of driving which is conferred by Buick's latest automatic features. Twenty-five beautiful models, in four straight eight series, $795 to $2175, list prices at Flint, Michigan. Special equipment extra. Prices subject to change without notice. Favorable G.M.A.C. terms.

Buick 1935

$795 *and up, list prices at Flint*

WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM

Peggy Sage

Toetips as lovely as Fingertips?
"Why not?" said Peggy Sage

IT was Peggy Sage who insisted that toetips could be—and should be—as lovely as fingertips. From her Manicure Salons in New York, London and Paris the idea gathered interest, spread, caught on—and finally swept the world of fashion!

Now the toetip that gleams through a beach sandal is just as pretty to look at—just as delicately tinted—as the fingertip that has been making public appearances for years and years. Credit one more artistic triumph to Peggy Sage!

Give yourself the thrill of pretty pink toes, using the same Peggy Sage preparations you use for your hands. There are dozens of Red, Rose and Jewel Shades. These—and Peggy Sage's exclusive hand creams and lotions await you at the better Toilet Goods counters—both here and in leading European cities.



PEGGY SAGE
SALON MANICURE
PREPARATIONS

Liquid Polish $1.00 . . Lubricant Polish Remover 75¢ (contains Oil to keep nails and cuticle soft and smooth) . . "Set of Two" with Polish and Lubricant Polish Remover $1.50 . . . Cuticle Remover 75¢ . . . Hand Lotion $1.00 . . . Hand Mask Cream $1.00 . . Hand Smoother and Softener Cream $1.00.

PHONE PLAZA 3-9011 FOR APPOINTMENT

PEGGY SAGE SALONS: 50 EAST 57TH STREET, NEW YORK...PARIS...LONDON

FASHIONS IN THE U. S. S. R.

(CONTINUED FROM PAGE 94)

went on, "it's definitely every girl's ambition to have three types of dresses, for morning, afternoon, and evening wear. And oh, it's permanent waves and manicures with pink nails and lipstick, powder, and rouge. Though not too much of it either. That is already considered poor taste. At first, when cosmetics were allowed again, some girls made themselves up like clowns. But now they know how to do it properly."

Poor old Tatiana, she was so excited at all this talk about fashions that her withered cheeks became more and more flushed and her deep-set brown eyes twinkled in a way that they hadn't done for years. Surprising old soul! After a life of comfort in my mother's service, during which all she did was to design and make pretty frocks for us in a leisurely, artistic manner (for she was very temperamental and never allowed any one, not even my mother, to interfere with her work), she was now creating new styles for eager young shock brigaders.

Her ancient chest of drawers was filled with odds and ends and bits of silks and satins which she must have been accumulating for a long time.

"Why, you old miser," I cried, "you've been hoarding."

And I pulled out ghostlike remnants of bygone dresses, mine and my mother's, which we began to examine affectionately and reminisce over.

"This was part of the pink dance dress I made for you that last summer in Troitskoe," she said softly, "and this was on Her Excellency, your Mamasha's purple velvet dinner-gown. And this—look, look, do you remember? I made it for your sixteenth birthday." And she pulled out a forlorn white silk frock with faded blue flowers.

When at last we finished overhauling the antiques on which were shed a few tears, she brightened up and showed me the more cheerful contents of her big closet. Neatly hanging in a row were the dresses that she was still working on for her new customers.

SOVIET CHIC

"Now look at this one," she said. "It's a morning dress for a young woman who works in an office. The material is called silk linen and doesn't crease. And she wanted it sleeveless, because she uses a typewriter and sleeves bother her. The length is always the same, medium we call it. Her hat will be of the same material as the dress, with a wide brim."

"And what shoes will she wear with this outfit?" I asked.

"Oh, probably flat linen ones, or perhaps beige leather. Beige is a favourite colour just now."

Then she showed me two evening dresses that she had made, one of pale green chiffon trimmed with silver and with fluttering draperies that looked like wings, the other one of orange silk with black velvet bows.

"Why, they are lovely, and you are a great artist, my old Hen," I cried admiringly, and my compliment was received with a beaming smile.

Next she brought out a grey suit that she was working on.

"You will find that the girls often wear their cloth suits in the evening," she said. "With a silk blouse or a blouse of marquisette they are considered well dressed, even in a theatre. That goes for those who can not yet afford an evening dress because the prices are still very high. As a rule, they prefer light printed silk or chiffon dresses in different colours; that is, in the summer-time. In the winter, of course, it is every girl's ambition to have a black satin gown."

I wondered how this new feminine trend had affected the girls' spirit of enthusiasm for the building of their socialistic state, so unlike any other in the world. Had it weakened their revolutionary ardour and made them softer and more "maidenly?"

ORATOR IN CHIFFON

Soon that question was answered. At a huge meeting of Comsomols, a young *udarnik* (shock brigader) got up, a handsome, fair-haired girl dressed in a fluttering blue chiffon frock that might have been a Tatiana creation, and made a burning revolutionary speech. She spoke about the accomplishments of the Revolution, the development of communist ideals, and the aims of the second five-year plan; criticized the backwardness of transportation, explained the reasons, and pointed out that of course women would continue to have their large share in that important field of work. As she waved her arms and turned right and left towards her audience, the silver spangles fluttered and the "wings" of chiffon swirled around her.

Again and again, I attended such meetings and heard girls make similar speeches. Most of them, both the speakers and their audiences, were still clad in the short skirts and blouses of the early revolutionary days, but always there was a sprinkling of gay coloured frocks cut on the new lines of Soviet fashion, proving that it was possible at the same time to be better dressed and an ardent Bolshevik, too.

One evening at the Moscow Art Theatre, I sat next to a young woman, and, during the intermission, we talked. Having discussed the play and the players, she told me that the actresses were the models of fashions for the young women in the U.S.S.R.

"Two years ago, one of my favourites wore a gown just like the one I have on," and she pointed to the olive silk dress she was wearing. "I fell in love with it and started making one like it for myself. But as I am a party worker, I have very little time for such occupations, and it took me exactly two years to make this dress. Now that it is finished, it is out of date and old-fashioned. You see, boleros are no longer worn—look at this one! What can I do with it?"

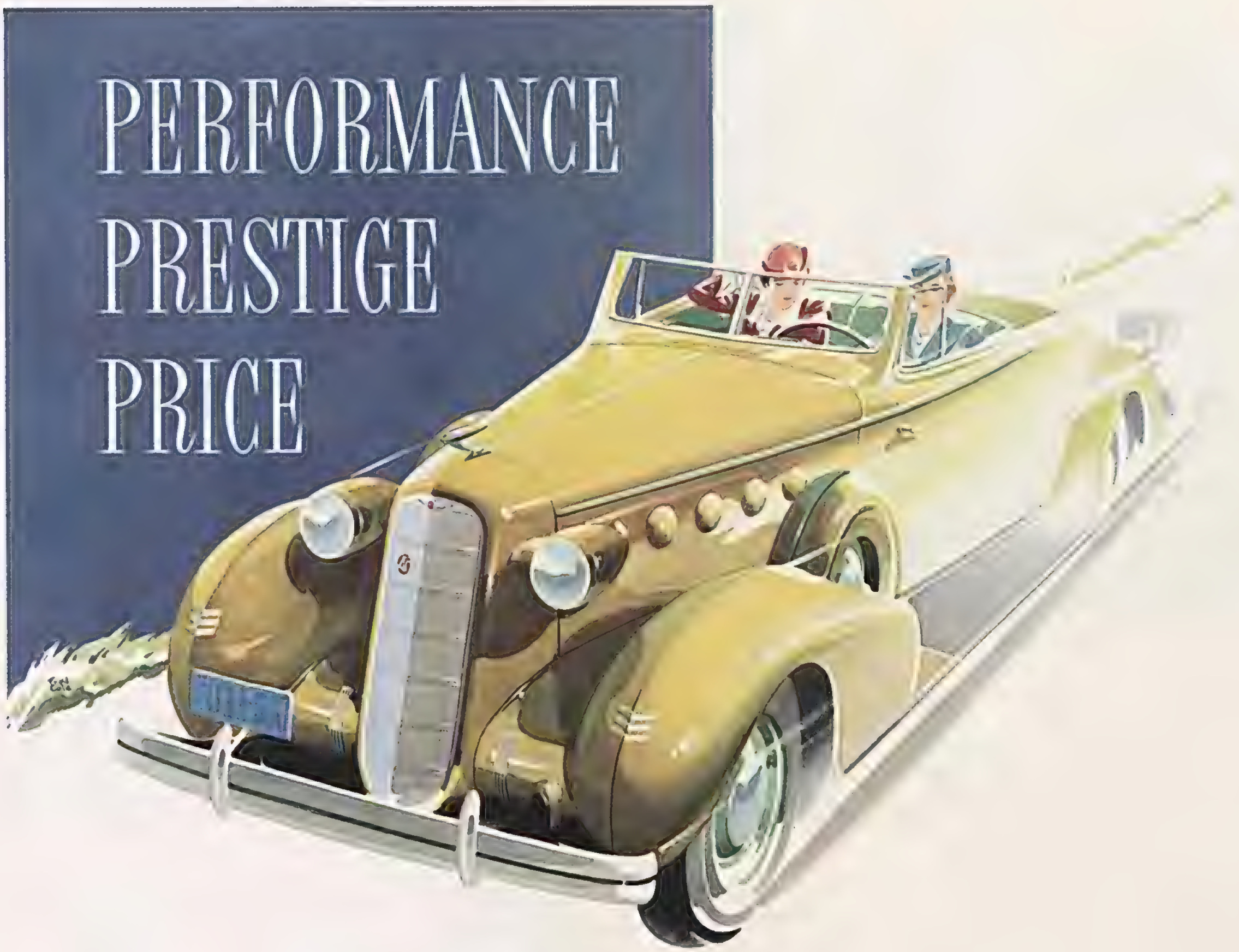
I suggested that she call on my old Tatiana for advice and gave her her name and address.

"Now, your dress is very nice," she said approvingly, "but why don't you wear puffs, that's the fashion this year? But who are you anyway? You speak perfect Russian, but look more like a foreigner."

I told her, and she continued:

"Do you know, it's no longer so easy for us to distinguish between a foreigner and a well-dressed Russian? We used to (Continued on page 108)

PERFORMANCE
PRESTIGE
PRICE



Three important advantages offered by

THE NEW LaSALLE

TO DRIVE the new La Salle is sheer delight. Its performance is so fresh and eager that the car seems actually inspired. It glides through traffic with alert and resourceful ease. It meets the challenge of the open road with hour after hour of swift, unlabored speed. It takes the longest hills in flashing, effortless stride.

TO OWN the new La Salle is to enjoy a deep, new feeling of pride. For the new La Salle is smarter in styling than the style-setting La Salle of last year. Its new Fisher Bodies are the latest in design . . . with the safety of solid steel Turret-Top construction. Its interiors are trimly tailored in fabrics of character. It is built throughout to quality standards . . . a tribute to fine car ideals.

AND TO BUY the new La Salle is a pleasant proceeding. For La Salle has taken its place in a new and lower-price field . . . and to that field has brought a vast new measure of quality. Then, too, the new La Salle is available on convenient G. M. A. C. terms . . . a true advantage to those who desire to purchase out of income.

These, of course, are but three of the advantages offered by the distinctive new La Salle. You will find a hundred more in the car itself. Your Cadillac-La Salle dealer will gladly arrange a demonstration drive.

$1225

and up, list price at the Cadillac factory, Detroit, Mich. Offered in four models. Model illustrated, the Convertible Coupe, list price, $1325. Special equipment extra. • • • A product of General Motors.

DESIGNED AND BUILT BY CADILLAC



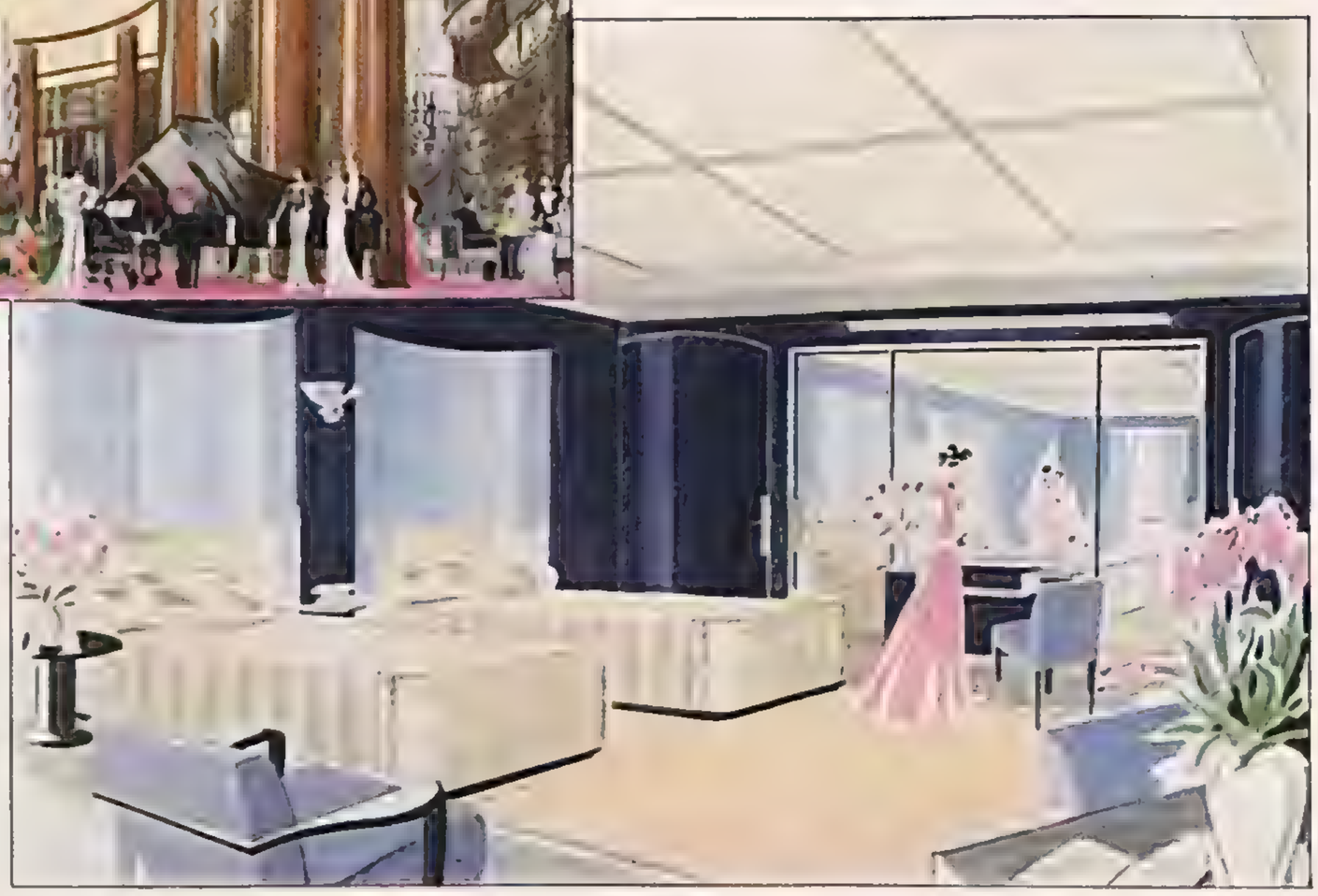
EARLY IN JUNE . . .

THE FRENCH LINE WILL PRESENT

THE

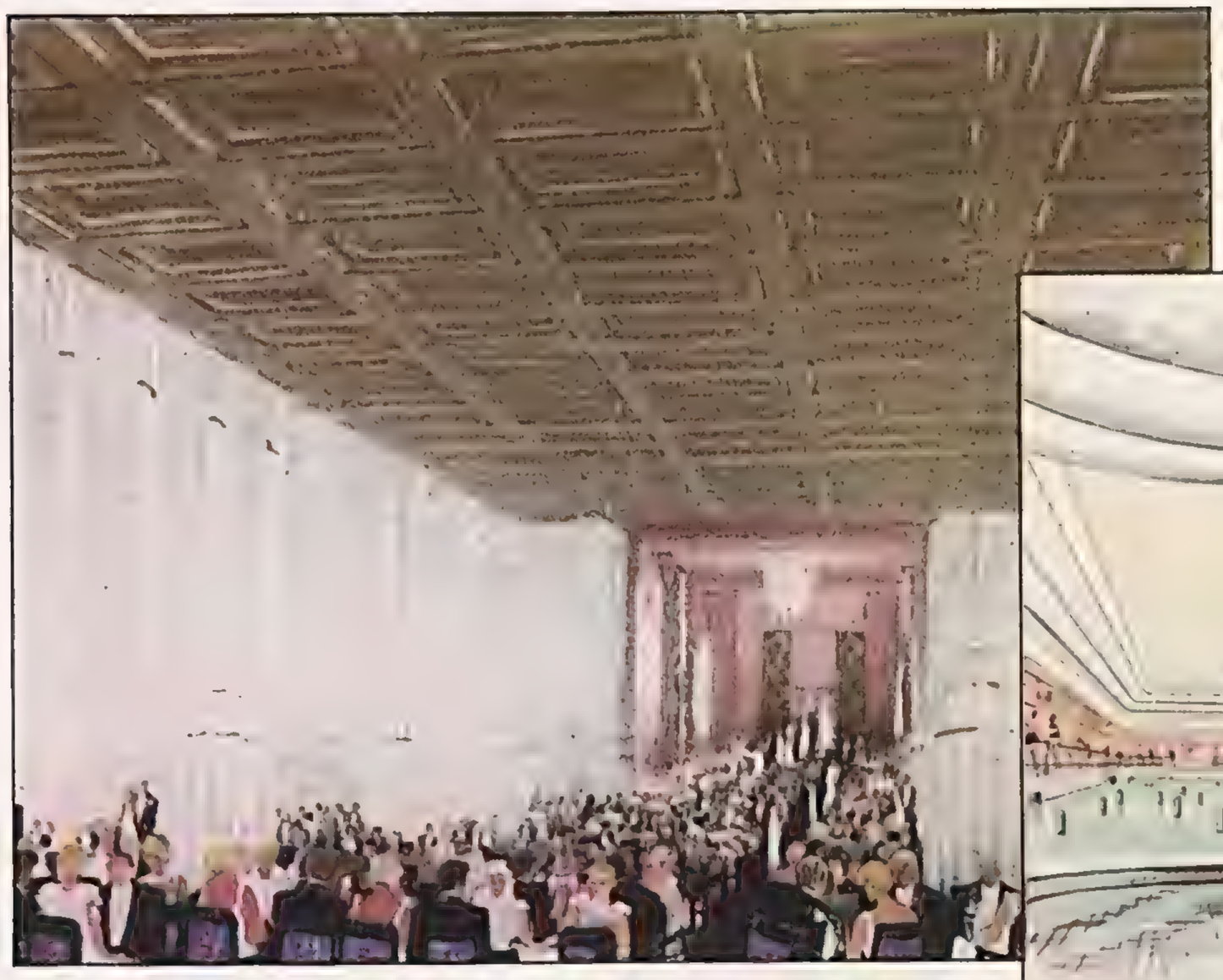
Next month, the "Normandie"... by far the largest vessel afloat, luxurious . . . modern . . . beautiful . . . will arrive in New York for her American début.



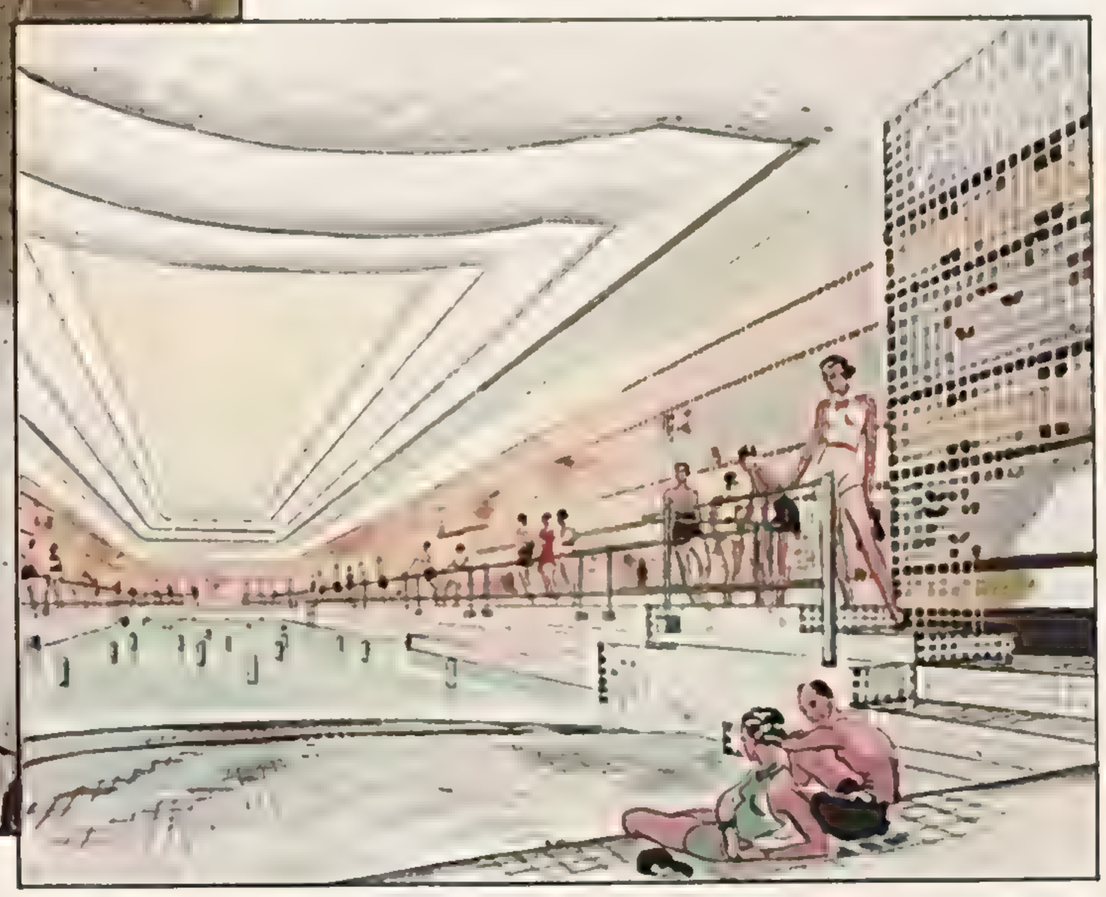


THE GRAND SALON—A superb setting for the evenings "Normandie" passengers will spend between their departure from New York and their arrival at Plymouth or Le Havre.

A DELUXE CABIN—Spacious, charming, luxurious—an example of the inventive genius of modern French decoration, in the use of brilliant color, rare woods and unusual fabrics.



THE DINING-SALON—Majestic in its balanced beauty, completely air-conditioned, walled in molded glass. Eight private dining-rooms at your disposal whenever you wish.



THE SWIMMING POOL—Over 80 feet in length, completely provided with dressing rooms, gymnasium, hydrotherapeutic steam baths, massage rooms, and a waterside cafe.

"NORMANDIE"

THE arrival in New York Harbor of the gigantic super-liner *Normandie* will inaugurate a new era in transatlantic travel. She will set new standards of luxury and speed, steadiness, comfort and safety. From keel to crow's-nest, she is different . . . not merely the largest liner afloat (79,280 tons) . . . but in almost every respect a *new kind of liner.*

Her enormous size does not mean that she will carry more passengers than any ship has ever carried. . . . It means that each passenger will have more space. The dimensions of her dining-salon . . . walled in molded glass . . . air-conditioned . . . and decorated by the foremost artists and craftsmen of France . . . are breath-taking. Her sun deck, clear of all obstructions, stretches two city blocks in length. She has a permanent theater, seating nearly 400, and a beautiful chapel. In every class, her rates meet the requirements of a moderate budget. The size of her staterooms . . . virtually all have a luxurious bath or shower, with both fresh and salt water . . . will afford new scope for the kind of gracious living which French Line passengers have come to expect of our ships. Her cruiser bow and the turtleback extending over the foredeck enable her to take the roughest seas smoothly, without loss of speed. Her electric drive reduces vibration to an absolute minimum. Her radios are in constant touch at all times with both Europe and America.

Even to see this wonder-ship will be a thrilling experience. And you cannot see her without wanting to travel on her. Your Travel Agent will tell you more about the *Normandie,* and arrange for early reservations. . . . French Line, 610 Fifth Avenue (Rockefeller Center), New York City.



THE BEACH DECK—Keen salt air . . . open, unobstructed space . . . where you can lounge in the sun . . . read . . . or have your meals served.

French Line

Other sailings to England and France: ILE DE FRANCE, May 18, June 29, July 20. CHAMPLAIN, May 25, June 15, July 5 and 27. LAFAYETTE, June 1 and 20.

S. S. "NORMANDIE"

First Arrival in New York, June 3.
First Sailing from New York, June 7.
Additional sailings: June 22, July 10 and 31, August 21, September 4.

Shanghaied by a Silly Salt?

. . . light an Old Gold



© P. Lorillard Co., Inc.

When a retired skipper proves he is anything but retiring, by dropping anchor alongside of you . . . don't let him scuttle your whole evening. Offer him an Old Gold . . . he'll welcome it like a breeze in the doldrums . . . while you breeze gracefully away.

AT TRYING TIMES. . . . TRY A *Smooth* OLD GOLD

DECORATOR'S LOG

RATTAN is the first and last word in outdoor furniture at Hammacher Schlemmer's (at 145 East Fifty-Seventh Street). It forms the underpinning of every kind of open-air contraption from a portable bar to a flower-cart on wheels. This movable posy-pusher, by the way, operates much like a wheelbarrow and is big enough, without being unwieldy, for a great armful of blooms or, in a pinch, for your youngest offspring suddenly gone tired. The frame is rattan, the crib is of woven ash strips, and a water-proof varnish protects the entire basket. This garden gadget costs about $15. This same shop has the familiar Italian refreshment cart in a new rattan guise; this time equipped with two copper containers for storing food. There are racks (lots of them) for cocktail glasses, and another generous rack to take the high-ball or ice-tea glasses. A movable shelf is tucked away at the base, facilitating the preparation of drinks and sandwiches. All this and more under one top, and that top is of red-and-white water-proof fabric and as gay as can be. The cart costs about $99.50, while a portable bar done in the same rattan and woven ash, with a red non-staining Farmica top, may be had for about $89.50.

• Indirect lighting is given a spring impetus at Rena Rosenthal's (at 485 Madison Avenue), where the standing lamp has at last been transformed into something for which you needn't apologize. Two lamps in this shop are beauties that you'll want on sight. One has a slender leather stem and a chromium top (it costs about $46). The other might be its twin, were it not for the pigskin stem and copper top (this costs about $48). Still another lamp has a chromium base and stem, and a specially executed glass top.

This shop also has a magazine-stand that defies the elements and manages to be pretty beautiful at the same time. It is made of aluminum with leather lacings, and it is equally at home as a flower container. It might even pinch hit as a collapsible picnic basket, if put to it, and is as light as the proverbial feather. This useful carry-all costs around $15.

• At Bergdorf Goodman, James Amster has assembled one of the maddest, gayest, most fascinating collections of garden furniture that you've ever seen. To begin with, it isn't garden furniture at all—it is Victorian iron furniture gone gold with a vengeance and upholstered in a strikingly positive blue. Mr. Amster has found a number of old sleds, gilded them, and topped them with discreet canopies in the same shade of blue used for the upholstery. The effect, as you may gather, is devastating and sure to enliven the countryside for miles around. All this excitement for about $15 for each piece.

Mr. Amster has also skilfully converted a fine old English Regency scale into a flower-holder (this costs about $145)—just made for the table on your sun-porch that needed more than a casual lift. Then, there are all sorts of wooden bowls, old ones that have acquired a divine patina and that are recommended for everything from salad, cheese, and cold meats to spring flower-pots. These bowls start at about $15.

A bird-cage, good American Empire with Chinese decoration, is priced at about $30, and it brings an attractive decorative note into your sun-porch whether you like our feathered friends twittering around you or not.

Interesting bits of porcelain, Sunderland, Staffordshire, and Chelsea, stand about on all manner of interesting tables and what-nots. In fact, there are all sorts of surprises. You should see them.

• Spring is in the air and in Alice Marks' shop at 19 East Fifty-Second Street. You'll want to sit right down in the middle of Miss Marks' outdoor paraphernalia and have one of those perfect picnics for which she has such useful and infinitely smart equipment. There's a gallon-size chromium thermos siphon for cocktails, beer, or even iced tea that keeps its contents chilled for forty-eight hours (as long as you'd want to stay at the best party). You push a lever at the top, and the contents is pumped out of a faucet at the side. This siphon costs about $42. For about $2.50, you can have a Mexican pottery casserole dish that you can fill with baked beans, creamed fish, or scalloped potatoes, and reheat over a roaring fire without having the dish marred or crocked by the excessive heat.

An engaging picnic basket, flat and easily tucked away, simplifies outdoor life considerably for a party of four. It contains two thermos bottles, four unbreakable Beetleware cups and saucers (in any one of several colours), a glass flask, four teaspoons, a box for sugar, and a sandwich container—all this solid comfort costs from about $12. to $18.50, depending on the weave of the basket. There are much more luxurious picnic accessories to be had at Alice Marks, done in wicker along the conventional hamper lines, but any of them will turn an open-air meal into a party instead of a chore.

• The Mayhew Shop (at 603 Madison Avenue) has deliberately turned itself into the avenue's leading matchmaker. Witness the twosome terrace *chaise longue* on wheels that stands provocatively at the back of the shop. The double-tandem frame is of natural bamboo; the overstuffed upholstery is done in white water-proof fabric, and the scatter cushions at the back are covered with polka-dotted, candy-striped, or solid coloured materials. All of this riot of colour is removable, while the white fringed canopy that gives the *chaise* a victoria appearance, folds back until it finally does a disappearing act. You can select your own colour scheme if you like. You can even have the *chaise longue* wired so that a lantern can be hung from the canopy, making it possible to read on your lawn at night. The *chaise longue* costs about $185; the scatter cushions, from about $3.50. As a final thought for your terrace, The Mayhew Shop has an all-encompassing tarpaulin (this costs about $12) that eliminates the need for a mad rush for the garden furniture at the first sign of rain.



Make the minutes honor and obey!

...House Beautiful's hint to the modern bride

IT'S ALL SO ROMANTIC—but husbands *must* catch trains, eggs *must* be boiled three minutes, dinner *must* be served at eight! Yet time won't gallop and leave you breathless if you guard the precious moments with Seth Thomas clocks.

"One in every room" decree House Beautiful decorators. And their Bride's House for 1935 shows how smartly this can be done.

Here are some that they selected. Each model honors the finest traditions of clock craftsmanship... each obeys the latest dictates of good taste!

Your own local jeweler and department store have chosen these and many more for this spring's style show of modern keepers of time. Some strike, some chime, some are modestly quiet. You can have many models in either self-starting electric or eight-day. All measure the minutes honestly. All are priced for even "just-married" budgets. Seth Thomas Clock Company, Thomaston, Conn.



New Beauty Aid— Yes, a real wrinkle remover! For with this modern model on your dressing table you'll worry less about the time. Three different finishes—walnut with brushed gold feet, black with silver feet, ivory with gun-metal feet. Either electric—the DICKSON, or eight-day—the DELPARK. Each sells for $7.95.



His study or office must be timed right. And this tiny sentinel will do the job accurately for eight days with one winding! Called the DURA. Only $5.95.



No Mantel? Then put the THAMES—a reproduction of an old English clock—on a wall bracket. "Quite smart," says House Beautiful. Exquisitely finished carved mahogany—front and side panels of burled redwood. Strikes the hours and half hours. Eight day. Only $27.50.

Made of Memories — this quaint PRIMROSE model! Honey-tone maple finish. Painted dial. Old-fashioned mirror front. Eight-day, key wound, yet very moderately priced . . . Only $7.75.



SETH THOMAS

MAKERS OF FINE CLOCKS FOR MORE THAN A CENTURY



You'll look your very smartest in this two-piece "Sunday Night Knit" of frill boucle. Hand-crocheted yoke and sleeves add a charming note to the classic blouse, with its graceful tasseled sash. Perfect for informal garden affairs and equally smart for sunny days in town. Exhilarating array of airy summer tints. A fabric created of Crown Rayon . . . It's tested!

MARINETTE KNITTING MILLS · MARINETTE · WISCONSIN

THE ARISTOCRAT OF KNITTED WEAR
Sunday Night Knits
Marinette
REG. U.S. PAT. OFF.

Marinette
SUNDAY NIGHT KNITS

MADE IN CANADA BY THE KNIT-TO-FIT MANUFACTURING CO., MONTREAL

THIS IS THE WAY WE WASH OUR CLOTHES

(CONTINUED FROM PAGE 61)

TEN COMMANDMENTS FOR LAUNDERING

1. Always use a mild neutral soap
2. Use lukewarm or cool water for fine fabrics
3. Wash by squeezing suds through and through. Never rub
4. Never soak coloured materials
5. Rinse thoroughly in lukewarm or cool water
6. Roll fine fabrics in Turkish towel to absorb moisture. (If material is hung up too wet, it is likely to streak)
7. Unroll at once and dry in the shade, away from excessive heat
8. Always use a barely warm iron, never a hot iron
9. Never iron coloured materials in double thickness
10. Always test new materials for colour fastness before washing

BLANKETS

DO . . . (a) Use quantities of water, so that the blanket will be thoroughly wet and will float freely

(b) Dissolve the soap thoroughly before immersing the blanket

(c) Wash the blanket for not over five minutes. Use fresh suds if first become soiled

(d) Rinse the blanket thoroughly, being certain to remove every vestige of soap

(e) Squeeze blankets by hand in order to remove all the surplus water

(f) Hang lengthwise on the line and pull in shape while drying

(g) Use whisk-broom to brush up nap after blankets are thoroughly dry

DON'T . . . (a) Don't wash blankets with other things

(b) Don't use hard water

(c) Don't crowd blankets in the wash-tub

(d) Don't twist blankets when removing water

(e) Don't rub parts of the blanket together when washing or rinsing

CORSETS

DO . . . (a) Wash corsets very frequently. It adds to the life of the garment by eliminating the necessity of hard rubbing in order to remove dirt

(b) Dissolve soap thoroughly before immersing corset

(c) Dry in even room temperature

(d) Place tissue-paper inside of garment while drying, in case of step-in type. This ensures even drying

(e) In case of corselette, fold brassière in shape of its darts and stretch gently along its lengthwise and crosswise seams

(f) Hang garments evenly across a line or dry flat

(g) Rub some of the soap flakes gently into stubborn soiled spots, but not hard enough to cause any friction

DON'T . . . (a) Don't hang up by the garters

(b) Don't allow to remain rolled up after kneading

(c) Don't rinse in cold water. It is sometimes harmful to the fabric

(d) Don't rub against the garment's own surfaces to remove dirt

COTTONS AND LINENS

DO . . . (a) Use hot washing water only on white cottons and linens, but even these should have lukewarm soaking before immersion in hot water

(b) Have the first rinsing water the temperature of the washing water

(c) Use cold water for final rinse of coloured cottons and linens

(d) Iron over soft pad on wrong side

DON'T . . . (a) Don't use too hot an iron

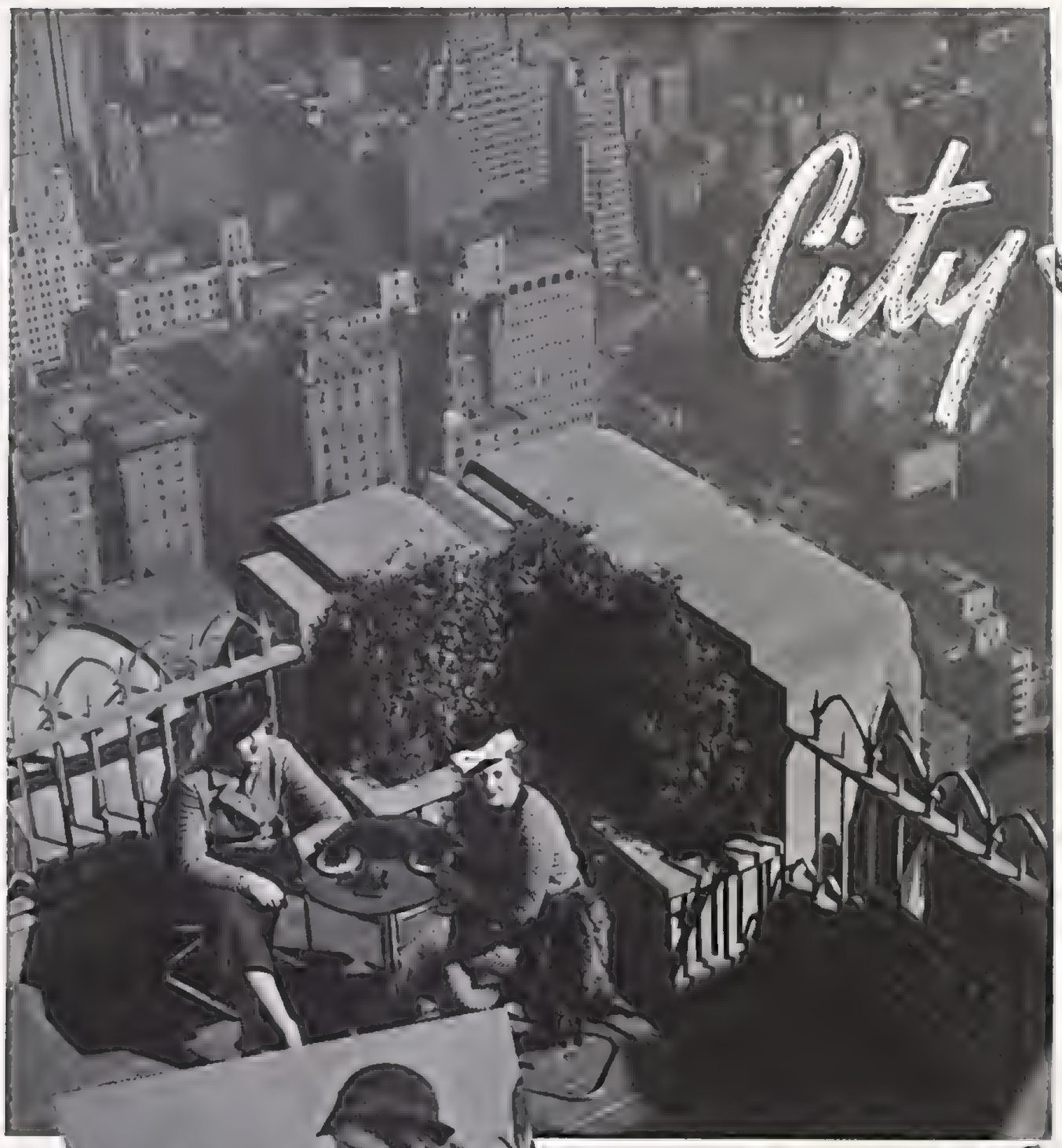
(b) Don't iron monogrammed or embroidered areas carelessly. It tends to make the embroidery break away from the fabric

(c) Don't allow the point of the iron to protrude into the monograms except with the utmost gentleness

(Continued on page 100)

City Snappers

• Youthful New Yorkers are discovering the real New York—and enjoying it. In town for a few weeks between winter's southward flight and their annual retreat from summer, they have become ardent sight-seers and carry their cameras everywhere. New York is a city of change and contrast—different—surprising—they've discovered. And they snap its characteristic sights with the same eagerness with which they clicked Guatemala Indians, western cowboys and the dancers of Java.



• (Left) On the terrace of the observatory at Rockefeller Center, Donna Marina Torlonia and Miss Mary de Mumm view the city's skyscrapers, which from that great height look no more important than a child's abandoned blocks.



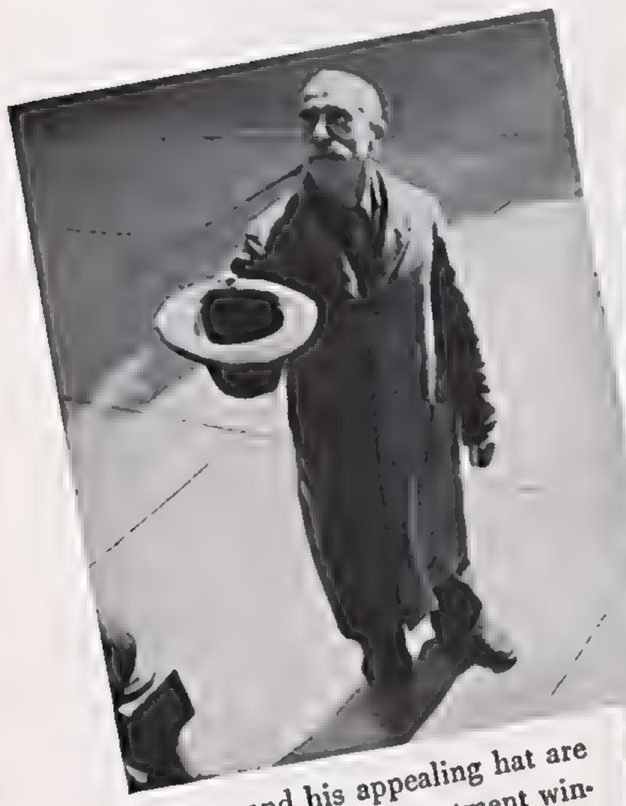
• (Above) Miss Katharine Moss and Miss Mary J. Cutting, Jr., two of the season's most popular debutantes, start off in a victoria to greet the return of spring in the Park.

• Miss de Mumm snaps Donna Torlonia, about to view the city through the telescope. Donna Torlonia will soon sail for Italy. Miss de Mumm plans to summer on a ranch.



• One horsepower under perfect control. The cabby is snapped by Miss Moss.

• (Below) The younger generation of New Yorkers still cherishes a bit of the feudal feeling. When Tony and his quavering hurdy-gurdy sound in the street below, Miss Rose O'Neil Winslow and Miss Georgette Whelan go down to greet him with smiles, silver and a camera.



• Tony and his appealing hat are snapped from her apartment window by Miss Whelan.

• Miss de Mumm is using one of the newest of the miniature Kodaks—the Kodak Duo. Now on sale at $52.50. The Kodak Vollenda, a miniature camera that enjoys an international vogue, is preferred by Miss Whelan. It is priced at $25.00 and $39.50, according to the lens. Miss Moss uses the new Retina, Eastman's latest miniature camera Its price is $57.50. Eastman Kodak Co., Rochester, N. Y.



Cloaking the Ground for the Ladies



RALEIGH'S CLOAK protected the royal feet for just a few inches of ground . . . but Florsheim covers the whole earth with a cushion for yours! . . . the Two-Piece Feeture Arch flexes in unison with the motion of your foot and spares its delicate structure from the sharp shocks of road and pavement . . . no shoe but a Florsheim can give you the comfort and the lifelong freedom from fatigue of the Two-Piece Feeture Arch . . . for no shoemaker but Florsheim is privileged to use it. The AUBERT, in tan and white, Style W-188.

MOST STYLES $8.75

FLORSHEIM

SHOES FOR WOMEN

THE FLORSHEIM SHOE COMPANY • *Manufacturers* • Chicago

THIS IS THE WAY WE WASH OUR CLOTHES

(CONTINUED FROM PAGE 98)

DOGS

DO . . . (a) Apply dissolved soap, body temperature
(b) Rub as long as you would rub your own hair while shampooing
(c) Make sure that there are no parasites. If there are, a special soap is required

DON'T . . . (a) Don't use strong dog soaps on a normal dog's scalp
(b) Don't go from a hot to a cold rinse without a lukewarm intermediate rinsing. Too abrupt changes stiffen the coat

FACES

DO . . . (a) Use a soft complexion brush for occasional scrubbing
(b) Use a soap especially recommended for facial use
(c) Be sure that soap is thoroughly removed from face

DON'T . . . (a) Don't use extremes of hot or cold water
(b) Don't think that you can't use cream after soap and water. You can!
(c) Don't choose your facial soap for its colour

GLOVES

DO . . . (a) Be sure that kid gloves are really washable before washing them
(b) Use very generous soap lather
(c) Souse glove up and down in soapy water to clean. This avoids friction, minimizing hazard of having colours fade

DON'T . . . (a) Don't wear so long that the gloves get very dirty
(b) Don't rub bar soap on gloves
(c) Don't stretch any but fabric gloves lengthwise

RAYONS AND ACETATES

DO . . . (a) Test new materials for washability
(b) Remove unfast trimmings
(c) Support rayon articles in wash water, because, when wet, they may be weak, regaining their strength only when dry
(d) Dry in shade, away from excessive heat
(e) Iron rayons, especially acetates, with barely warm iron

DON'T . . . (a) Don't grasp rayon fabrics by one end and souse up and down in water. They will lose their shape entirely
(b) Don't soak colours

SADDLES

DO . . . (a) Keep special sponge for soap scouring. Don't squeeze out and use for rinsing
(b) Use brush only under stirrup-leathers and flaps
(c) Finish, after drying, with good English saddle soap. Apply with a sponge nearly dry, so that no great lather is induced. If lather is raised, it will remain on leather instead of allowing the softening properties of the soap to penetrate
(d) Rub down with soft cloth, leaving a residue of saddle soap as a finish. Good saddle soaps contain palm-oil, which, remaining on, feeds the leather

DON'T . . . (a) Don't be tempted to scour with very hot water to remove stubborn spots
(b) Don't use a saddle soap that comes off
(c) Don't use a soap that is gummy on the saddle

SILKS

DO . . . (a) Test new materials for washability. Also trimmings
(b) Remove buttons, buckles, and similar ornaments
(c) Wash underwear after each wearing
(d) Wash coloured or printed materials as quickly as possible
(e) Be sure to rinse every bit of soap out, or fabric will look muddy
(f) Dry in shade away from excessive heat
(g) Dry quickly, especially (Continued on page 108)

Eugène
permanent waves



Docile Curls . . . the Gift of EUGÈNE SACHETS!

A headful of well-behaved curls may not be your birthright, but they're downright easy to attain, if you see that your hairdresser starts off with a genuine Eugene Permanent. And what do we mean by a *genuine* Eugene Wave? We mean this: A wave not only given on a Eugene machine, aided and abetted by a Eugene-trained operator, but a wave in which *you see* every strand of your hair wrapped with, and steamed in, Eugene Sachets.

These Eugene Sachets are by far the most important part of a successful permanent. They are permeated, thoroughly and evenly, with Eugenol, a secret waving lotion perfected by Eugene chemists, and used throughout the world *in Eugene Sachets only*. Over eighty million women have traded straggly-locks for curly-heads by their gentle magic. Are *you* going to be the rebel? Or are you going to be on the safe side and say to your hairdresser, "Use Eugene Sachets!"

EUGENE, Ltd. . . . 521 Fifth Avenue, New York City
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Miss Today

BRINGS YOU
NEW LOVELINESS

Short jackets . . . close-fitting tailleurs . . . figure revealing evening gowns — each demands smooth, sculptured lines and curves only where curves should be. • Miss Today foundations, created with an eye to today's fashion needs, supply the answer. Brilliant designs — each made for a definite figure type — cut by hand — individually sewn. Miss Today makes you youthfully slender, as you must be for fashion's newest dictates. Miss Today foundations mold the figure — the figure does not mold the garment.

Ask your corsetiere to help you choose the Miss Today two-way stretch girdle or all-in-one designed for your figure. These popular foundations are featured at the better stores and shops. From $3.50 to $12.50. (Lastex girdle illustrated, No. 855, is $5.) Made by American Lady.



FREE—"Beneath this Loveliness"—a book that will tell you how to wear the smartest gowns *smartly*. Write for it today.

AMERICAN LADY CORSET CO. • INC.
148 MADISON AVENUE • • • NEW YORK CITY

DUTCH TREAT

(CONTINUED FROM PAGE 65)

clutching one of Ethel Turner's charming stories, "Seven Little Australiers," or "Little Mother Meg." And later, perhaps, equally happy clutching "Madame Bovary," and where, this time, I chiefly perused the magazines, "Die Dame," "Sport im Bild," "Femina," "Le Jardin des Modes," "Vogue" (the English edition), "The Sketch," "The Tatler," "Nash's," and so on.

On inquiring who the most popular writers of the moment were (outside of the Dutch authors such as Van Schendel, Kelk, C. T. J. de Jongh, Skekely-Lulofs, Thyssen, Van Genderen Stort, and Teun de Vries—and, by the way, it would pay some American publisher to have a book written by one or two of these men and translated), I heard that Maurois and Morand are still much in demand, as are Wasserman, Zweig, Sinclair Lewis, Mazo de la Roche, Fallada, Munthe, and Upton Sinclair. The vogue for Proust has diminished greatly, as has the vogue for Thomas Mann and literature on Russia—although two Russian books are still being widely read, Alja Rachmanowa's "Studenten Liebe, Theka and Tod," and Fannina Halle's "Die Frau in Sovjet Russland." I saw cheap editions of Faulkner, D. H. Lawrence, and Huxley, but I was told that these authors were little read.

IN THE MODERN MANNER

But I have digressed! I was talking, or going to talk about architecture. "Do look at the Dutch houses," I was told by several American architect friends of mine before I left the United States. In the cities, the latest acquisitions were flat buildings. These did not impress me greatly, but many of the country houses (villas) did. Not, perhaps, the most modern ones, but rather those with red brick and white plaster walls, thatched roofs, and many windows. The most modern of modern houses have no visible roofs at all, and are entirely flat on top. Sanatorium-like balconies wind themselves around the second and third floors, and the front of the house is often without any large windows at all, but dotted with cubby-holes. However, the interior of the house is apt to be spacious, with such interesting items as folding doors, like screens, to separate one room from another. The thing that struck me forcibly was that, unlike American modern houses, most of these places were not furnished in the modern manner. One of my friends told me that her architect had objected strongly to her furniture not being up to date—it was a fine example of eighteenth-century English craftmanship. But she did not care.

Personally, I think that the furniture that one sees in most of the better Dutch homes has great charm and is suited to Dutch home life. The furniture is usually a mixture of eighteenth-century English, with an odd Empire piece here or there, a fine seventeenth-century Dutch oak cupboard somewhere else again, and up-to-date sofas and easy chairs. The Dutch, like the English, consider their house, above all, a place to live in and to live in comfortably. And to them, modern furniture does not seem comfortable yet!

They also believe, like the English, in having plenty of personal doo-dads around. Snap-shots, photographs in fine silver or leather frames, silver boxes (the good Dutch housewife serves her cookies from a silver box), tooled leather boxes (with "Hôtel de Russie, Rome" on the lid), a bronze statue of one's favourite mount, a set of oak boxes from which china bottles protrude, lacquer boxes, mother-of-pearl and silver pen-knives, a Persian rug thrown over a table, Persian cushions scattered around, and masses of books and magazines. On the walls, perhaps, there will be a delicate pastel by Antoon Van Welie, and an oil portrait by Thérèse Schwartz, not ancient enough yet to be of great value, but quaint. Or perhaps one is fortunate enough to own a pastel portrait by Hodges, J. E. Liotard, Perronneau, or Cornelis Troost, respectively an Englishman, a Swiss, a Frenchman, and a Dutchman who portrayed many members of Dutch first families in the late seventeenth and early eighteenth centuries. Old prints, too, are still great favourites (used at one time for magic lanterns), with their portrayals of engaging Dutch scenes such as "Vue de la Tour de la Saint Croix à Amsterdam du côté de la nouvelle auberge," the charming harbour of the town, Veere, in Zeeland; or portrayals of alluringly foreign sights, "La place du marché à Breslau," or perhaps some remote town in Poland, all exquisitely tinted in delicate colours.

I saw one dining-room where one entire wall was covered with these prints neatly framed in black and gold. This dining-room, by the way, was one of the most charming I have ever seen. It had pale grey walls and woodwork, and grey-blue china in the open cupboards at each side of the finely carved grey marble mantelpiece, above which was hung an elaborately carved gilt mirror. Old-rose and tan and blue predominated in the rug, and the ribbed velours seats of the Heppelwhite chairs were blue. A crystal chandelier hung from the ceiling. A charming room it was, with a view of a bright green lawn and a blooming English border.

PERSONAL APPEARANCE

The Dutch have always lived (and still do) in far better circumstances than their personal appearance would lead you to believe. Contrary to the American woman, for example, who will present a picture of chic and sleep serenely between cotton sheets, the Dutch woman will wear inferior stockings, but her sheets will be of heavy linen and beautifully initialled.

I was asked several times if I did not think that the Dutch women were better dressed than of yore. And did they not make up quite a lot? To the last question I could only answer that they looked terrifically natural to me. I met one or two women (considered very dashing) with blood-red fingernails, but even the "smart" young girls dancing at the "Palais de Dance" in Scheveningen had little make-up on, and no lipstick worth mentioning. As to the women being well dressed—better dressed, perhaps, but by no means well dressed. Good clothes are expensive in Holland; cheap ones are bad. The (Continued on page 104)

Only an Expert with a Magnifying Glass Could Detect

That The Color of Your Cheeks Wasn't *Natural* Color, This New Way—
The Rage of All France!



9 A.M. *You apply it before your own mirror—and get a perfect and even color.*

5 P.M. *It's still perfect—just as it was a minute after you applied it! Ends constant making up in uneven light during the day.*

You Make Up, Too, Only Once a Day . . . Yet Are Perfectly Made Up All Day Long!

YOU apply it in the morning, in the even light of your own dressing table, where you can *see* that it's on properly, evenly—and of just the right tone to bring out your best points. And it *stays* just that way all day long, no matter what you do—even after a dip in the pool!

It's an utterly new idea in cheek make-up that's the rage of all Paris. The creation of Louis Philippe—world-famed colorist—whom the women of France follow like a religion.

It forever ends constant making up, during the day, in deceiving lights where you haven't a chance to know *how* you really look. And—it blends so perfectly into the skin that only an expert with a magnifying glass could detect that you even used a make-up to give color to your cheeks.

What It Is

Nothing just like it has ever been developed in a rouge. Hence its amazing results. So amazing that virtually every exclusive beauty shop in America and France today uses this method in cheek make-up.

It's an exquisite *cream rouge* called ANGELUS ROUGE INCARNAT. And because it *is* a cream rouge, it puts subtle color directly *into* your skin, not merely on the surface like a powder rouge. *Thus it provides a natural color that's really a part of your cheeks.* It goes INTO the skin and STAYS there—soft and subtle, absolutely undetectable!

Try it just once and you'll never again go back to the uncertainty, artificiality and bother of a powder rouge compact. On every side women are quitting powder rouges for it.

Colors That Match Human Blood Tones

It comes in tones that match every complexion, eye-color and hair. Colors blended by Louis Philippe to tone exactly with the warm, natural color of the human blood—and thus to end all artificiality, cheapness and unnaturalness in make-up.

You can use it on both your *lips* and *cheeks*, too. And thus gain a perfect color harmony. It comes in little red boxes, about the size of a quarter, and costs only a few cents. All drug and department stores have it with complete color charts to guide you to a happy color choice. Risk a few cents for a box and try it. You'll be amazed at what it does for you.



Movie of a man finding out why

All menthol-cooled cigarettes are not alike



ONE—*Open a pack of Spuds and smell them.* You don't notice any menthol? Just fragrant tobacco? That's *one* of Spud's secrets—treating tobacco with smoke-cooling ingredients without masking its natural fragrance.



TWO—*Roll a Spud between your fingers.* Notice how fresh it feels? It isn't just menthol that does that. Again, it's Spud's *secret process.*



THREE—*Light up!* Isn't that a different taste—so refreshing, and yet *so full of tobacco fragrance?* That's because Spud's process holds back the taste-spoiling irritants and lets tobacco's *natural flavor* assert itself.

CORK TIP or PLAIN 15c

CORK TIPS PACKED DOWN — SO EVEN YOUR OWN FINGERS DON'T TOUCH THEM.

FOR 20 (20c IN CANADA)

THE AXTON-FISHER TOBACCO COMPANY, INC., LOUISVILLE, KENTUCKY

DUTCH TREAT

(CONTINUED FROM PAGE 102)

Dutch women have not yet learned to demand taste and good cut in even the simplest garment. Shoes are cheap, but even the famous French bootmakers seem to have their shoes for Dutch clientele made especially clumsy and ugly.

But let me say this to the prospective American shopper, no Dutch shop is as bad as it looks from the outside! From the outside, the average Dutch shop looks like a country store having a sale. Especially hair-dressers and perfume shop owners who seem to delight in putting everything they own behind the windows. But then, this entire business of shopping, window-trimming, advertising, and sales, which plays such a large part in the average American's life, is unknown to the Dutch. Buying is still something that is done when necessary—both for one's personal self and for the house. Where the house is concerned, this has its advantages. The self-consciousness that one so often finds among American women where their homes are concerned, due to having their places constantly redecorated, refurnished, changed, altered, is entirely absent among the Dutch. They are seldom aware of their immediate surroundings (except that they consider them "cozy"). Most homes I visited were furnished in the way of people who do not buy, but inherit. Few things matched. But everything was of first-rate quality.

FLOWERS EN MASSE

The latest, the freshest note in almost every room was the flowers. Ah!, those beautiful Dutch flowers that seem to grow just of themselves in the fertile soil. Bunches of them were to be had on every street corner for a quarter. The gardens were overflowing with them. Roses were blooming when I arrived—thick, scentless white ones; intoxicating red ones; pinkish-orange ones with a delicate, slightly *flétri* perfume. Later, there were rows and rows of sweet-peas (long-stemmed ones ordered especially from Guernsy), phlox, tobacco-plants, lilies, gladioli, zinnias, and a variety of cultivated white and yellow daisies. When I left, asters and dahlias the size of cabbages were just bursting into bloom. And these flowers were picked and arranged *en masse* in the most entrancing ways. I doubt if any Dutch housewife would ever trouble herself to read an article on "New and Charming Ways to Arrange Flowers." She has arranged flowers ever since she can remember, having been taught this as a child by some one who had done it all her or his life. Yes, her or his, for Dutchmen, too, often delight in this pastime. I remember one man in particular. This gentleman, a banker, arrived home from business every evening at half-past five. From that time until dinner he would spend in his garden chatting with the gardener and his help. After dinner, he would disappear in the garden again, this time armed with a pair of scissors and a basket. At tea-time (the Dutch still drink tea around nine o'clock in the evening), he would be seen emerging from the hothouse, which adjoined the living-room, carrying vase after vase, bowl after bowl, filled anew, into different rooms. I remember a deep pewter dish that was tightly packed with light and deep purple sweet-peas; a tall, blue-green vase in which he had stuck three sprays of tobacco flowers and one spray of lilies; and another vase—an immense yellow one—that he had filled with yellow, orange, and still more yellow flowers, until the top of this bouquet was almost a yard wide.

Home life on a pleasant estate, or in one of those modern villas, is by far the most agreeable kind of life in Holland. The towns have little to offer, and to Americans used to choosing between innumerable night-clubs, movies, concerts, and theatres, the few amusements that the Dutch towns do offer seem pretty poor. The movies, for instance, have only two performances a day; one in the afternoon, one in the evening, with intermission for drinking tea or eating ices in between. The music in the cafés and restaurants is poor, too, and the variety stunts are simply terrible.

MUSEUMS IN THE NETHERLANDS

What, then, to do on a rainy day? There are the museums, of course. Het Rijksmuseum and Het Stedelijk-museum at Amsterdam and Het Mauritshuis at The Hague are the best known. The last named has always been my favourite. It is quite small, as the name implies; a mere house. Vermeer's "View of Delft" hangs there, as well as this same artist's "Head of a Young Girl." There are several Rembrandts, several admirable eighteenth-century bouquets with their gloomy flowers lavishly sprinkled over with dewdrops and bugs, and there is a heartrending picture of a dead baby by Terburg, I believe. Amsterdam's Rijksmuseum has, besides the innumerable marvellous Dutch masters, a fine collection of paintings by nineteenth-century men, the Maris brothers, Mauve, Van Gogh, de Bock, Blommers, and Breitner. A few steps away is Het Stedelijkmuseum (the municipal museum), where excellent exhibitions are held and where there is also a fine permanent collection. Then there is Museum Willet-Holthuysen, which you must not miss, even if there is no exhibit, for it is extremely worth seeing on its own account. It is a fine seventeenth-century house looking out over a *gracht* and kept exactly as when it was inhabited. Brocaded walls, crystal chandelier, a quaint octagonal "smoking-room"—all these are typical of what used to be the well-to-do Dutchman's idea of a home.

Then, we have Het-Trans Hals-museum at Haarlem, Museum Boyman's at Rotterdam, the latter having a Van Gogh. Except for some beautiful private collections in Holland, however, it seems to me that the finest Van Goghs have left the country. But you see that if it's rainy and cold, there are plenty of things for you to look at.

Hotel-and-café life has never flourished in Holland. Life is lived in one's own home or outdoors. And it seemed to me that the people spent a great deal more time out-of-doors than they used to. I think that the most striking change that has come over Holland in recent years is that the Dutch themselves seem at last to have acquired the foreigner's perspective on the smallness of (Continued on page 106)





"Good Night! Hope you sleep well!

(SHE WILL—HER SHEETS ARE CANNON'S FINE PERCALE)

HERE is a sheet in the top-quality class. Others, at much higher costs, can't give you softer ease and higher elegance. . . . Cannon's Fine Percale is made of combed yarns, more than two hundred strands to every square inch. The weave is marvelously close and even and smooth. A special finish gives permanent freshness and whiteness. A ribbon selvage all around adds months of service. Exquisite hemstitching runs up to the selvage, not across. . . . All the sheet virtues—and none of the faults!

But, the cost is down, 'way down. You'll find Cannon's Fine Percale at your own store or shop at prices around $2.50 per. Think . . . this means you can save as much as one-third of what you've been paying and still have all the sleep luxury there is. There's not much point in being spendthrift, even if you do want snow-whiteness and satin-smoothness. . . . Top quality in a percale sheet can be yours at less than top cost.

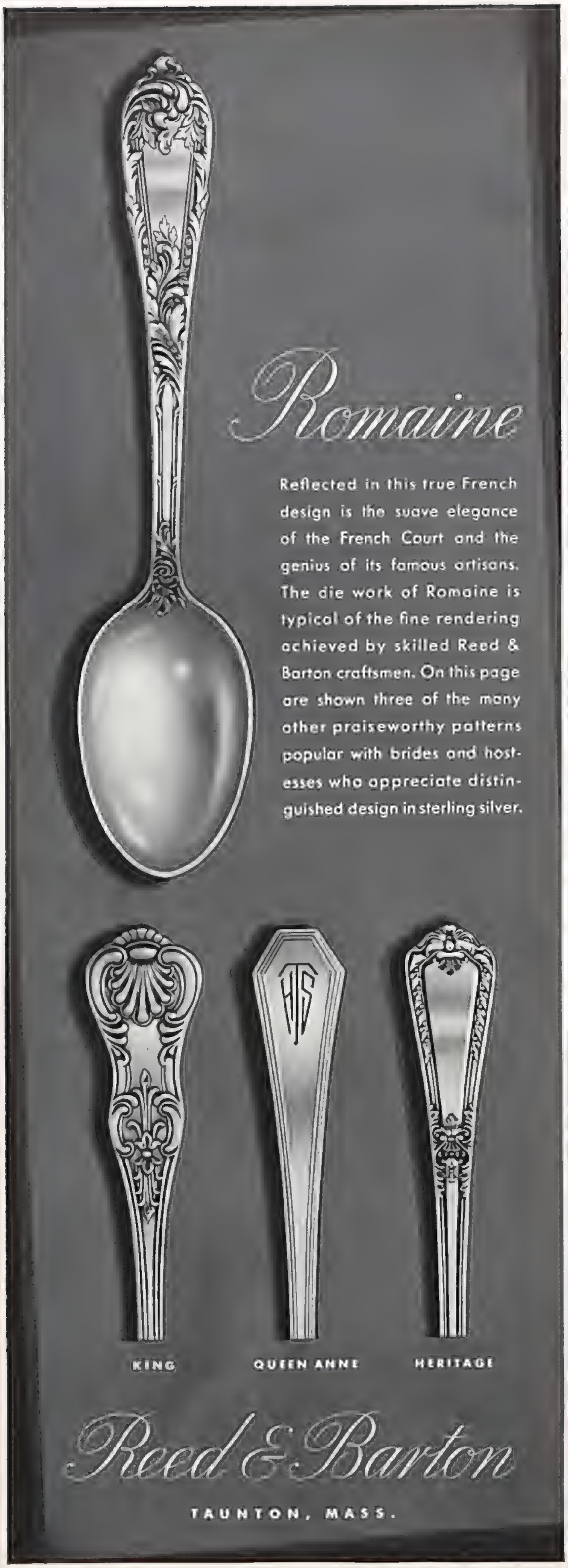
Three First-choice Sheets. . . . In addition to Fine Percale, Cannon now offers Utility Percale (smooth, fine, light, strong) at about $1.60 each—and Cannon Muslin (soft, even, everlasting) at about $1. . . . Each is the smartest buy in its class, since it stands as high as any other and costs considerably less. Remember: on sheets, as on towels, the Cannon name is your guarantee of plus value. . . . Cannon Mills, Inc., 70 Worth Street, New York City. World's largest producers of household textiles.

Made by the makers of Cannon towels

Cannon Sheets

CANNON FINE PERCALE

TOP QUALITY IN A PERCALE SHEET IS NOW YOURS AT LESS THAN TOP COST



DUTCH TREAT

(CONTINUED FROM PAGE 104)

their country. They now think nothing of driving from The Hague to Noordwijk, after dinner, for one of the Casino dances. Or leaving The Hague at ten in the morning, driving to Alkmaar to buy some special cookies there and pick up a devastating picture post-card of Marlene Dietrich, then driving on over the new dyke across the Zuider Zee (stopping at Wieringen to see the "ex-Kroonprin's" house), picnicking beside a wheat-field in Friesland, and arriving home in time for a late dinner. Young friends of mine seemed to spend all of their free time out-of-doors, motoring, swimming, sailing, playing golf or tennis. I saw young girls in slacks on the street-cars and boys in shorts, all looking very sunburnt, healthy, and happy. These young people cared more for sports than for dancing, or having an elaborate "five o'clock" somewhere, or dressing up to dine at some restaurant.

The "Kurhaus" at Noordwijk; "Palace Hotel" at Scheveningen, "Royal" at The Hague, "Meerrust" outside of The Hague (but under the same management as "Royal") are all places that serve food to rave about! And, of course, they are more or less on the French order. Talking about food, what do the Dutch eat at home? A great deal of bread and butter on which they put slices of cheese, dried beef, sausage, or ham, rasped chocolate, candy-covered anise-seeds, jam, or marmalade; a great many potatoes and superlative vegetables (most of these are unknown to the Americans, as they only grow in mild, moist climates); superlative meat, especially beefsteak and veal cutlets; and a great many wholesome puddings made of rice, or bread, or corn-meal, and usually swimming in *Bessensap*, the juice of red currants bought in large bottles.

FAVOURITE DISHES

The Dutch don't believe in new-fangled dishes, nor in new-fangled combinations. What they ate fifty years ago, they still eat. They have their favourite dishes, for instance: pheasant with sauerkraut; asparagus with hard-cooked eggs covered with melted butter in which lots of nutmeg is mixed (they adore nutmeg); boiled heads of lettuce stuffed with meat loaf. In winter-time, the Dutch eat a great deal of cabbage, and they have an especially good way of preparing red cabbage. They boil it together with two or three sour apples, add cloves, and, when the cabbage is cooked, add a spoonful of vinegar. Another favourite winter dish is *hutspot*, a mixture of potatoes, carrots, onions, and apples, with which a certain piece of meat (mostly bone) is eaten. Dried codfish is eaten out of soup plates because boiled rice, boiled potatoes, fried onions, carrots, and butter sauce accompany it. This dish sounds gruesome, but it is very good. Nearly all the boiled white fish is eaten with carrots. Fried fish, on the other hand, (of which flounder is the greatest favourite) is eaten with salad, by which is meant lettuce with French dressing, to which a hard-cooked egg is added. And fresh herring (oh, delicacy!) is eaten with *haricots verts*.

The pastries in Holland are very good. Don't forget to try *Amandelbroodjes*, *Gemberbroodjes*, and *Saucysenbroodjes*—rich, flaky crusts rolled around almond paste, chopped ginger, and tiny, spiced, white sausages. The Dutch have always been known to eat well, and they still do. That is to say, the quality of their food is high, and it is well prepared, but it is by no means fancy. Far less fancy now than formerly, I found, but then just think of the poor Dutch housewife having to pay fifty-five cents for one pound of butter, an equal amount for half a pint of cream, and something like fifteen cents for a pound of sugar! No wonder, then, that one pays about three dollars a pound for candies, but buy some some day at Sprecher or Monchen at The Hague, and you will taste bonbons such as you have probably never had in America.

And by the way, while you are at The Hague, you may as well taste *Rijsttafel*, the dish of the Dutch East Indies. There are a great many ex-Indiesche residents at The Hague, and there are two or three restaurants where *Rijsttafel* is served exclusively. It is queer food, and you will either loathe it or go mad over it. Personally, I do the latter, even if I do know that it makes my stomach into a fiery hell. Go calmly at first, because in this dish are fried chicken and fish, vegetables, eggs, and what-not (a really fine *Rijsttafel* has as many as thirty different items to be eaten with rice), all very highly spiced. *Rijsttafel* must not be confused with British-Indian food, for no curry is ever used in it.

If you desire a pleasant month or six weeks, get yourself invited to one of the Dutch country homes during the months of June or July. The life that you will lead there will not seem exciting to you. It may almost seem like a rest-cure, but it will be delightful! Leisurely, excellently prepared meals, strolls in the garden, a game of tennis, perhaps, a game of bridge, guests for tea, an occasional trip, a dinner with friends, a dance. . . .

LAST WARNING

Don't count on cashing any American bank cheque, certified or not, for it can't be done! The banks of Holland trust no one. Take along American Express cheques, or good old dollar bills, and take along plenty. Holland is expensive. Because of the taxes, all articles considered de luxe are terribly high in price, and, as most of these articles are imported to boot, they are even more than that—they are simply hair-raising. So take along all the stockings, all the silk lingerie you'll need, all the toilet and beauty aids you can't do without, and plenty of American cigarettes.

Leave your white piqué coats and linen dusters at home, along with your wide-brimmed hats and your organdie or organza evening dresses (all right, take along one!). Instead, fill your trunks with thin woollen dresses and silk prints, black tulles and chiffons, and perhaps one or two cotton frocks. Woollen coats, dark and light, are a necessity. So is a suit with plenty of blouses (don't count on having anything dry-cleaned), and take hats that really cover the head, and a warm fur. And don't forget a raincoat!

It's a treat to go to the soda fountain . . .

Children love to serve themselves the same wholesome refreshment at home





. . . AT HOME

COCA-COLA CO., ATLANTA, GA.



Taste is the lure in ice-cold Coca-Cola. Coldness adds to its life and sparkle. It tingles. There's nothing else like it,—good things from nine sunny climes in a single bottle or glass...pure... wholesome. *Order a case (24 bottles) from your dealer.*

ICE-COLD COCA-COLA IS EVERY PLACE ELSE; IT BELONGS IN YOUR ICE-BOX AT HOME



FASHIONS IN THE U. S. S. R.

(CONTINUED FROM PAGE 96)

imitate the tourists, and they started our styles, but now just look around you. Our women put on their best for the theatre, and don't they look nice?"

Undoubtedly, the audience looked a good deal more colourful than it had, even two years ago. It was a far cry from the early days of the Revolution when the popular song was:

"Ach, Màma, Mamoùssia, whatever shall we do
When finally arrives the dreadful winter cold?
For we haven't got a winter coat between us,
And the little woollen shawl is very old."

We all used to sing that song as we stood for hours in the bread lines, wrapped in blankets and with our freezing feet tied up in rags.

No wonder that great care is taken of the poor new finery now. I happened to be standing at the window of my room at the Hotel Metropole in Moscow during a sudden and terrific downpour. Below in the crowded street, every one was hurrying for shelter, and only the girls stopped to take off their shoes and stockings and tuck them under their blouses, evidently preferring to run barefooted in the rain and risk catching cold than to ruin what was, probably, their only shoes.

"Fashions, how can you speak about fashions here?" cried an American woman indignantly, seeing Russia for the first time. "Why, I never saw such shabby, poorly dressed creatures in all my life. I haven't seen a single dress that I would care to buy or borrow or put on for ten minutes, not even for a 'hard times' party.' Fashions indeed! What do you see in these hideous clothes? What eyes have you got?"

"Russian eyes," I answered firmly, "real Russian eyes that have seen the peasants and working women's dresses before the Revolution and after, and two years ago and again this year. And now definitely—oh, yes, very definitely, there *are* fashions in U.S.S.R. Poor, shabby, funny-looking ones in your eyes, perhaps, but grand to the Russian youth, something lovely and much to be desired."

• (Editor's note: As this article goes to press, we hear that a well-known New York department store is shipping a huge order of their new flat-heeled shoes to the Soviet state!)

THIS IS THE WAY WE WASH OUR CLOTHES

(CONTINUED FROM PAGE 100)

if colour is not fast. An electric fan is helpful

(h) Iron shantungs and rough crêpes dry; iron flat weaves while slightly damp

(i) Measure crêpes before washing and ease to size while drying and ironing

DON'T . . . (a) Don't allow printed silks to remain rolled in towel while wet, as the dye may run from one colour to another

(b) Don't iron too hot; colours may be affected

(c) Don't iron quickly enough to create friction

STOCKINGS

DO . . . (a) Wash stockings after each wearing

(b) Remove rings before washing to avoid catching threads and inducing runs

(c) Use rich, lasting suds

(d) Put some of the suds themselves on stubborn spots

(e) Rinse a minimum of three times, squeezing water out thoroughly after each rinse

(f) Roll stockings in a Turkish towel to absorb some of the moisture before drying, kneading out moisture; but do not leave coloured stockings rolled up while damp

(g) Ease stockings back into shape by stretching foot gently in length, and shape out with fingers along the leg seam

(h) Hang stockings by the tops; preferably by the garter band

DON'T . . . (a) Don't allow coloured stockings to soak lest they streak

(b) Don't rub surfaces of the stockings together when removing spots

(c) Don't twist or pull when rinsing

(d) Don't hang stockings to dry in folds

WOOLLIES, JERSEYS, AND KNIT WEAR

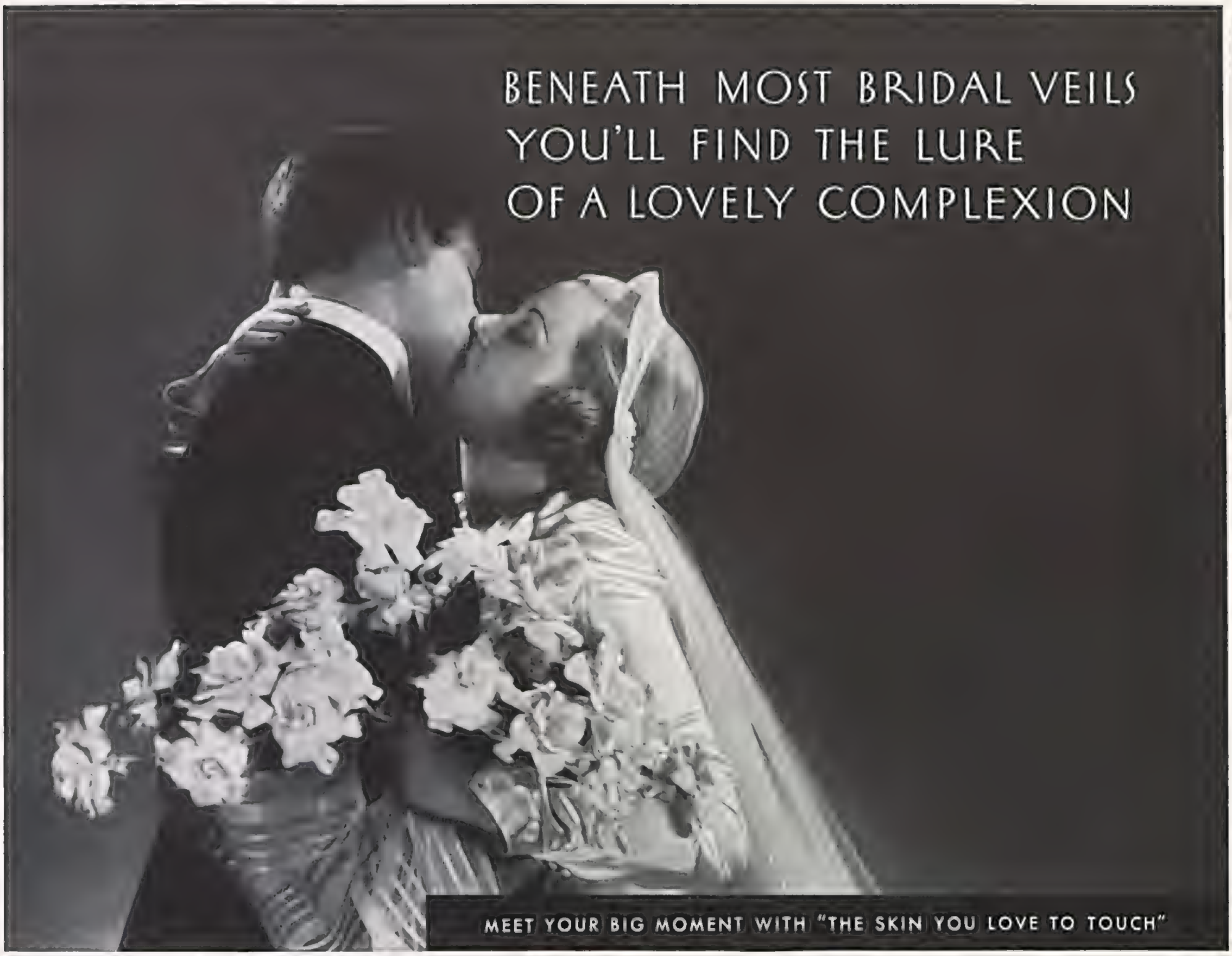
DO . . . (a) Use plenty of soap to keep good suds

(b) If spots are stubborn, work soap flakes gently into soiled spots

(c) When drying knit goods, use rust-proof pins to attach article to outline of garment made before washing

(d) Dry in shade away from excessive heat

DON'T . . . Don't hang up to dry unless you are certain that the article will not stretch



Now with certainty you can have skin Loveliness at a price within the reach of all

IT'S NO accident that most brides have radiantly lovely complexions. For a beautiful skin is one feminine charm no man can resist. And now you can acquire this precious possession—in 30 days or less. It has been scientifically proved by skin specialists in 9 countries—in the International Half-face Tests.

968 women volunteered to submit their faces to a 30-day test! 151 different beauty soaps, creams, and lotions were selected to compete! Under the direction of skin specialists, each woman daily cleansed one-half of her face with her favorite beauty aid. On the other half Woodbury's Facial Soap was used exclusively during thirty days.

Woodbury's Won, Overwhelmingly

Whereas other beauty aids—many of them costly—brought little or no improvement, Woodbury's—which costs so little—wholly corrected or definitely improved 79% of all skin faults. It cleared up Large Pores, Blackheads, Dry and Oily Skin effectively.

For nearly half a century, at 25c or more, Woodbury's was a luxury for the few. Now you can enjoy this finest of all beauty aids for 10c. A scientific beauty treatment in cake form—laden with rare oils and unguents which revivify the skin! Invest a dime today—and win "The Skin You Love to Touch".





Princesse Therèse de Caraman-Chimay

whose name is one of the oldest of the French aristocracy, says:—

"The Half-face Test gave me a thrilling surprise. Woodbury's Facial Soap actually improved my complexion in less than a month, gave my skin a fresher appearance. I shall keep on using this remarkable complexion soap."

SEND FOR "WOODBURY'S LOVELINESS KIT"

John H. Woodbury, Inc., 1053 Alfred Street, Cincinnati, Ohio
(In Canada) John H. Woodbury, Ltd., Perth, Ontario

Enclosed find 10c. Send me "Woodbury's Loveliness Kit" containing a guest-size cake of Woodbury's Facial Soap, generous tubes of Woodbury's Germ-free Cold and Facial Creams, and 6 packets of Woodbury's Facial Powder—one of each of the 6 fashionable shades.

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Avoid imitations. Look for the head and signature, *John H. Woodbury, Inc.*, on all genuine Woodbury products.



play days ahead!!
...in fashions of
Everfast Tennis Cords

ABOVE: **The very tops in play clothes...a three-piece combination, shirt, shorts and skirt, that buttons full-length . . . $5.95**

BELOW: **This one-piece sun suit is abbreviated smartness in itself . . $2.95**

SIZES: **Juniors' 11-19, Misses' 12-20, Women's 34-40**

Sold at Marshall Field, Chicago

OR FAVORITE STORE IN YOUR CITY

Made by STRAUS, ROYER & STRASS, Inc.
Baltimore, Md.

FASTER, FASTER, FASTER

(CONTINUED FROM PAGE 48)

to Paris in six hours or from London to Amsterdam in two. What many tourists do not realize is the nearness of Africa and the East, by fast new liners and planes.

The fastest Roman galleys were very proud of themselves when they made the trip from Italy to Egypt in nine days. Modern travellers can leave Brindisi, Italy, on the morning plane, reach Athens at noon, and have dinner in Alexandria that night.

A TICKET FOR SPEEDING

In a mere ten days, you can fly from London to Capetown, on the southern tip of the continent. The route goes the length of Egypt, with the Nile and its narrow, green shores running like a ribbon through the desert. You fly over the dense forests and snow-capped mountains of Uganda, and follow fifty miles of tumbling cascades where the Nile emerges from Lake Victoria. In Nairobi, a town perched almost on the Equator, you find a British society as gay and civilized as that of Simla in India. Most of the rest of the trip is made over park-like savannas and bald, stony mountains, with plenty of zebras and other fauna to furnish diversion when the plane swoops low. Or you can go by steamer, in eighteen short days, all the way from New York to Capetown.

Few Americans realize that one can go by de luxe steamers to Bombay, India, from New York in a mere sixteen days, making connections at Naples. (Incidentally, if you descend on India this spring, don't take your evening dress with sari overtones. Exotic fashions never look right in the country that inspired them.) And, incredibly, in twenty-five days, you can cover the immense distance between Australia and London, crossing the United States en route.

But not all the magic carpets are found in far places. In our own country, train travel is being revolutionized so fast that you can almost hear the shattering of the records. Streamline trains are cleaving the air at rates of speed that were considered good for airplanes not so many years ago. At present, these steel caterpillars are being used on comparatively short runs, but it won't be long before they'll be rocketing from Chicago to Los Angeles and nipping some fifteen hours from the fifty-five-hour schedule now maintained by the fastest expresses.

Air companies have also been shortening their flights. One can now leave Newark at five o'clock in the evening, reach Los Angeles at eight next morning, and at nine be hurling serpentines from the deck of a ship bound for Honolulu.

NO TIME TO THINK

There is no doubt that these fast trains and fast planes are going to create many complications. It will be very much easier to act on impulse. You might decide on a moon-drenched night to marry a man in Havana or Arizona or Montreal. Under these new schedules, you can get there while the impulse is still fresh—long before the usual ennui of travel has helped you remember his taste in ties or the fact that his Aunt Minnie would expect to live with you.

Even in spite of such dangers, however, one can not help admiring the miracle of going from New York City to Nome, Alaska, in a little less than five days. One flies to the Coast, catches a three-day boat to Juneau, and then boards a plane bound for Fairbanks and the Bering Sea. The eight hours' flight takes one over the old route to the Klondike, across mountains where glaciers shine like crystal caterpillars in the sun, and over the rolling tundra to Nome, a town so near the Arctic Circle that in summer the sun hardly sets.

It has been possible for some years to sail to the Far East in as short a time as eleven days. Few people think, however, of going to the Orient on a limited time budget; they seem to fear that, owing to poor travel conditions, they will have opportunity only for a bit of shopping on Shanghai's Ivory Street, or a chance to read the near-English signs on tourist shops in Tokyo.

As a matter of fact, by using good trains and one's imagination, it is possible to cover a number of charming and comparatively unknown places in a short time. Within easy travelling distance of the larger cities are the strange mushroom-shaped islands of Matsushima, rising out of a misty sea; the island of Hokkaido, where the Ainus represent the failing remnant of a lost white tribe; and in China, the ancient city of Hangchow, where Marco Polo was once governor and where one can still see the golden statue set up by his appreciative people.

Also, it is possible to fly in fifteen hours from Shanghai to Chengtu. The route goes over the foaming rapids and sheer cliffs of the Yangtze Gorges and across the orange groves of Szechuen towards China's western frontier. Chengtu is so far in the interior that on clear days one can see the shining peaks of Tibet.

DANGER! GO SLOWLY!

Even more wonderful is the fact that within six or seven months it will be possible to cross the Pacific in five days. A supply ship has already sailed from the West Coast to establish airplane bases at Honolulu, Wake Island, Guam, and Manila. When these are completed and sufficient practice flights have been made, passenger planes will begin soaring over the indigo trail of the Pacific.

Our once-impressive planet is thus fast shrinking into a mere cosmic marble, almost small enough to give a sensitive person a touch of claustrophobia.

Marvellous as are all these achievements, it is true, alas, that they are bought at a price. People who travel on stream-line flyers will never know the delights of ambling among the Sicilian villages on a train that makes twenty miles an hour. Nor will the girl who travels in a roaring plane know the enjoyment of watching, with a good-looking new acquaintance, the phosphorescent foam on the darker side of the ship.

A DISCOVERY THAT ENDS "RAZOR STUBBLE"

After Removing Arm and Leg Hair





A Way that Not Only Removes Hair Instantly, But Definitely Ends The Stiff Re-growth Problem

Now one can actually *get rid* of arm and leg hair. Can, once and for all, banish the coarsened re-growth, the bristly stubble that follows the razor.

This is due to a new scientific discovery by one of the leading cosmetic laboratories of the world. A way that solves the arm and leg hair problem as women have always hoped it would be solved.

What It Is

It is an exquisite toilet accessory, resembling a superior beauty cream in texture. You simply spread it on where hair is to be removed. Then rinse off with water.

That is all. Every vestige of hair is gone—gone so completely that, even by running your hand across the skin, you cannot feel the slightest trace of stubble. For this amazing creation *definitely ends after-razor "stubble"*... When re-growth finally does come, it is utterly unlike the re-growth following the razor and old ways. You can feel the difference. No sharp stubble. No coarsened growth.

The skin, too, is left soft as a child's. No skin roughness, no enlarged pores. You feel freer than probably ever before in your life of annoying hair growth.

Where to Obtain

It is called NEET—and is on sale at all drug and department stores and beauty parlors. Costs only a few cents.

Neet

CREAM HAIR REMOVER

Follow the ★Dri-Line

● *A bathing cap, no matter how fetching, must be a practical item. It has to be tough. It should be tight. And "permanent" protection is vital. Only ★Dri-Line does all this!* ● *Kleinert's—exclusively—present the Dri-Line cap with the wide band of stockinette fabric lining the lower back and ear-line. Should any water seep under, it is immediately absorbed by this dri-line and cannot spread over the hair.* ● *Kleinert's—originators of trimmed bathing caps—apply the exciting notes of the millinery mode to these caps. They flatter the wearer as well as offer her utmost protection . . .*



★

Ask to see
the *Dri-Line* caps
and other Kleinert's beach
togs and accessories sold at the better
shops. ● Style Headquarters,
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Kleinert's

T. M. REG. U. S. PAT. OFF.

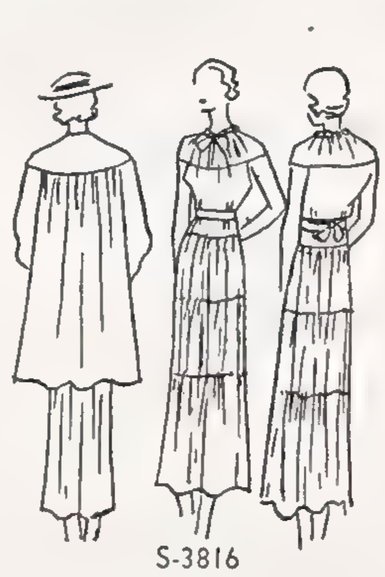
DISCOVERIES IN BEAUTY

(CONTINUED FROM PAGE 92)

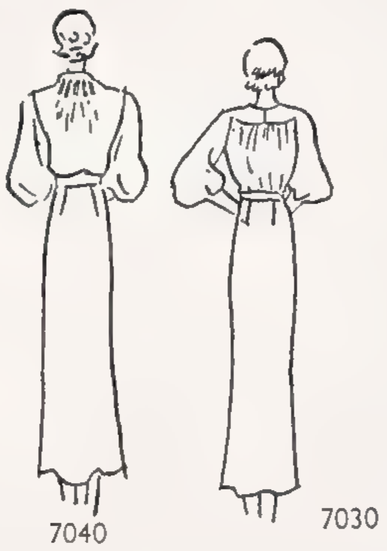
helped by a beneficent gadget known as the Medicated Heat Pack. The foundation of this remedy is a practically waterless bag in which heat is chemically generated—the system being to add a mere two tablespoonfuls of water, and the thing warms up immediately. (This part of the pack, incidentally, can always be used as a hot-water bag.) If you are suffering from loss of voice or congested bronchial tubes, you apply the pack to the affected part with a special pad. The pad is of flannel impregnated with something that sends off pleasant vapours and sets up a gentle warmth. And presently, the lost voice returns, the chest is relieved, and you are definitely better. The cost of the bag, plus four medicated pads, is moderate, the heat element is good for over a hundred hours, and both recharges and extra pads are available. The Heat Pack can be ordered from the Selco Company, 120 West Forty-Second Street, New York.

● Pierre, whose masterly transformations are the crowning glory of more heads than you'd dream, has a new little stunt that is by way of being an inspiration. It is a cluster of three or four curls—born to wear with the new visor evening hats that swoop down over the eyes and leave the top of your head entirely exposed. (We showed two of these mad little conceits in the May 1 issue of Vogue.) The curls are soft and blowy, and they give the sort of a flattering line that you need to balance the exaggerated visor of the hat. They match your hair exactly, in the best Pierre manner, and the foundation they're tacked on is so light that you'll forget the curls aren't your own. (Continued on page 114)

DESIGNS FOR DRESSMAKING

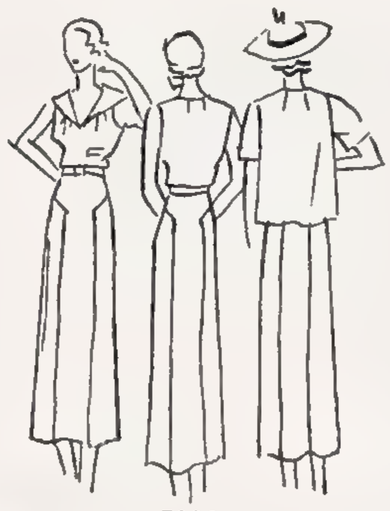


S-3816



7040 7030

For town, for country, and for summer are the eight new models sketched on this page and illustrated in greater detail on pages 88 and 89. There are one-piece frocks for hot days, three ensembles that will see you through the summer, and a top-coat. Designed for sizes: S-3816, 7040, and 7030 in 14 to 40; 7028, 7036 in 12 to 40; 7038, 7034 in 12 to 20; 30 to 38; 7033 in 12 to 42



7028



7038 7034 7036 7033

PATTERNS MAY BE PURCHASED FROM ANY SHOP SELLING VOGUE PATTERNS, OR BY MAIL, POSTAGE PREPAID, FROM VOGUE PATTERN SERVICE, GREENWICH, CONNECTICUT; AND IN CANADA, AT 360 ADELAIDE STREET, WEST, TORONTO, ONTARIO. PRICES OF PATTERNS WILL BE FOUND ON PAGE 126.

Smart Economies

Vogue's "Finds of the Fortnight" and Lux



SELECTED BECAUSE—this expertly tailored shirtfrock of diagonal pastel crepe keeps its color perfectly with Lux care. Pleated front and back. De Pinna.

STORES that feature Vogue's "Finds" are fashion leaders. They're noted for their uncanny recognition of superlative values—their cleverness in choosing distinguished clothes. So you're not surprised that they recommend Lux as a thrifty "find" for the care of superb washables.

These smart frocks will see you through scores of country week-ends or dog days in town—always piquantly fresh and bright after a whisk through Lux. Their fabrics have been Lux-tested to prove it!

Rubbing silks and superior cottons with cake soap, or using ordinary soaps containing harmful alkali, is too great a risk. So often these things fade colors, spoil weaves. Lux has no harmful alkali. Stores advise it because they know that anything safe in water alone will keep its colorful swank all season with Lux.

These stores regularly featuring Vogue's selections all recommend LUX . . .

ALABAMA
Birmingham—Burger-Phillips Co.

ARKANSAS
Little Rock—The M. M. Cohn Co.

CALIFORNIA
Fresno—Bruckner's
Sacramento—Hale Bros., Inc.
San Francisco—City of Paris
Stockton—Levinson's Dress Shoppe

COLORADO
Denver—Daniels & Fisher

CONNECTICUT
Greenwich—Franklin Simon & Co.

DISTRICT OF COLUMBIA
Washington—Julius Garfinckel & Company

FLORIDA
Jacksonville—Cohen Brothers

HAWAII
Honolulu—The Liberty House

ILLINOIS
Rockford—Guest House Shops
Rock Island—Fashion House, Inc.
Springfield—Herndons

INDIANA
Indianapolis—The Wm. H. Block Company
Marion—Nina Ray Swift

KANSAS
Topeka—The Crosby Bros. Co.
Wichita—The Walker Bros. Dry Goods Co.

LOUISIANA
New Orleans—Gus Mayer Co., Ltd.

MARYLAND
Baltimore—Hochschild, Kohn & Company

MASSACHUSETTS
Boston—R. H. Stearns Co.

MINNESOTA
Minneapolis—John W. Thomas & Company

MISSOURI
St. Louis—Madeleine et Cie.

NEW JERSEY
East Orange—Best's

NEW YORK
Buffalo—The Jenny Shop
Rochester—McCurdy & Co.
Schenectady—H. S. Barney Co.

NORTH CAROLINA
Asheville—Jean West

OHIO
Dayton—The Elder & Johnston Company
Toledo—The Gillespie Shop

OKLAHOMA
Muskogee—B. E. Spivy Co.
Oklahoma City—John A. Brown Dry Goods Co.
Tulsa—Brown-Dunkin Co.

OREGON
Eugene—H. Gordon & Co.

PENNSYLVANIA
Allentown—Hess Bros.
Harrisburg—Worth's
Hazleton—Wears, Inc.
Philadelphia—The Blum Store
B. F. Dewees
Pittsburgh—Kaufmann's
Scranton—The Heinz Store
Wilkes-Barre—The Isaac Long Store

TENNESSEE
Chattanooga—Miller Bros. Co.
Nashville—Town and Country Shop

TEXAS
Abilene—Ernest Grissom, Inc.
Dallas—Neiman-Marcus Co.
Galveston—Donna May Shop
Houston—The Patio Shop
San Antonio—Frost Brothers

VIRGINIA
Lynchburg—J. R. Millner Co.
Roanoke—Samuel Spigel, Inc.

WEST VIRGINIA
Charleston—Betty's, Inc.
Huntington—The Style Shop

WISCONSIN
Madison—Woldenberg's, Inc.



SELECTED BECAUSE—this pastel flax-tweed linen Luxes like a dream. Tie of contrasting printed silk. Jay-Thorpe





WESTERN vacations are different. Nature's mighty temples and vast canyon depths stir the imagination to new life.





■ Go West this summer via Union Pacific. Completely air-conditioned trains — coaches, sleeping cars, diners and observation cars — are refreshingly cool, clean and comfortable. Meals are delicious; the roadbed is smooth; service attentive and courteous; rail fares have never been lower. Avoid the discomforts and hazards of highway travel.

Union Pacific serves Zion-Bryce-Grand Canyon National Parks, Yellowstone, cool Colorado, California, the Pacific Northwest and Alaska, the Dude Ranch country, Boulder Dam—more of the scenic West, in fact, than any other railroad. Send for full information—ask, too, about our Escorted, All-Expense Tours. Mail coupon.

UNION PACIFIC

W. S. Basinger, Passenger Traffic Manager
Room 197, Union Pacific Railroad, Omaha, Nebr.

Please send me information about.....

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Name.....

Street.....

City.....State.....

☐ Also tell me about economical, all-expense tours



NELSON

More "Beauty in the Bag" (see page 87) is concealed in Elizabeth Arden's Motor Bag, which has a separate compartment of beauty fittings to use at wayside stops

DISCOVERIES IN BEAUTY

(CONTINUED FROM PAGE 112)

• Any one who has ever suffered from a serious skin discrepancy knows what desperate importance such a factor can assume in life. A birthmark, a livid scar, veins that trace ugly lines—these are things that make for great unhappiness, things for which women are willing to pay large sums to overcome, and surgeons and dermatologists go to great lengths to eradicate. And when something is provided that will conceal these blemishes actually beyond detection, this is something that deserves serious consideration and approbation.

There is such a preparation now on the market, new except to those for whom it has been made privately heretofore. This is Virginia Sheridan's "Crème Neutra," and it is one of those almost incredible mediums that works its wonders as you watch—which is fortunate, because otherwise you might not believe it. We have seen a face, the full half of which is marked with a deep coloured birthmark, covered with Crème Neutra in such a manner that not one sign or trace of the birthmark was visible, and the skin looked lovely and smooth, as well as natural.

The Virginia Sheridan preparations are built up around the Crème Neutra, which is applied carefully according to the detailed directions that come with it. After the face is cleaned, the Crème Neutra is rubbed into the skin in small amounts, and a Preparation Powder is patted thoroughly over the entire surface of the skin. This powder is important in that it absorbs every particle of moisture in the cream, leaving a surface that looks like a new skin. The Sheridan Finishing Powder follows, and then make-up is applied in the ordinary manner.

Aside from the serious aspect of this preparation, it has its lighter moments in regard to beauty, for it makes a superb powder foundation for any skin, especially for evening. It is quite simple to apply, it conceals freckles and annoying little blemishes in a most satisfactory manner, and it is incredibly flattering. Furthermore, once applied, Crème Neutra is almost entirely water-proof (you have to use cleansing cream to get it off), so that you can take your face in bathing and bring it out beautiful. We have seen ordinary skins transferred into something very special indeed by this process.

Virginia Sheridan, who created Crème Neutra and its supplementary powders, is a real person, and she created these preparations because her own face is marked with a deep birthmark, which, however, you would never know existed if you see her in the bright light of day. The preparations are on sale in the cosmetic departments of several of the better department stores throughout the country and have recently been introduced by Saks-Fifth Avenue, in New York, where you can send for them by post if you can't find them in your own town.

• Sweeping the dust and grime out of our pores has been, until comparatively recently, pretty much of a figurative expression. Now Emile of the Barbizon makes it an honest-to-beauty fact with a new facial treatment that accomplishes its end—therapeutic cleansing of the skin—by means of three little glass vacuum tubes that are as intriguing as they are efficient.

The first miniature sweeper that's put to work on your skin goes after the grime. With the help of a rich cleansing cream, this vacuum tube draws the accumulation of soil and powder and rouge out from the very bottom of your pores and into a little glass globe, where you can see how efficient this cleaning process has been. The second tube gently manipulates the skin for the worthy purpose of stirring up the circulation and smoothing out the puckered lines between the eyes and around the mouth, or wherever weariness shows itself on your own tired face. After this toning and stimulation, your glowing, apple-cheeked face gets the third and last little sweeper that takes care of any blackheads and bumps and removes them—without any pulling or pressing, or squeezing, either. That's all there is to this new treatment of Emile's, but it's all that seems to be necessary to leave you with a skin that feels, looks, and actually *is* clean! And that's a nice feeling to have on a spring day—or any day.

Dude Ranches

It's West this year—and take the family with you! If you've never smelled sage-brush, ridden through a country flaming with color or thrilled to the complete freedom of ranch life—it's high time to go. These ranches will all be glad to send you details.

VOGUE'S RANCH DEPT.

If you get the jitters, trying to choose, when you'd like to visit them all—open your heart and your problem to Vogue's Ranch Department. Complete data on file, and a Manager who knows the West like a native son with Park Avenue experience. Address: 420 Lexington Ave., New York. Telephone: Mohawk 4-7500.

OX YOKE RANCH

Charlie Murphy's Ox Yoke Ranch lies 30 miles north of Yellowstone Park. A real operating stock ranch of 20,000 acres. Old historical ranch background. Electric lights and bath in every cabin. Ride the range cow country with native Montanans. Write for detailed information. Charlie Murphy, Emigrant, Montana.

TAT T A T RANCH

Located in the green foothills of the Big Horns, close to the very high mountains, is T A T Ranch. Enjoy with us the wonderful outdoor life afforded by the unusually fine riding, fishing and hunting country; also swimming, sailing, badminton, tennis, polo. Excellent log cabins, most with bath. Write: F. W. Leach, Kearney, Wyo.

LAZY K BAR RANCH

Comfortable, cool nights, when the extra blankets are welcome, then a shower or tub, and breakfast, cream and milk from the ranch dairy herd, eggs, hotcakes. Doze in the sun, and do what you will, till lunch and supper. A quiet smoke; comfort and contentment. It's the Lazy K Bar Ranch, Big Timber, Montana.

A BAR A RANCH

Is 48 hours from New York by rail, 14 hours by air—in a country as beautiful as it is different. A real cattle ranch equipped with every facility for the comfort of its fifty selected guests. Excellent food. Good horses. Thrilling fishing in the trout-laden North Platte. Write Chuck Adam, Encampment, Wyoming.

EATON BROTHERS

Dude ranchers for more than fifty years. There is a new folder just off the press entitled "Gates". It has many interesting photographs and tells something about the Big-horn country—and quite incidentally, of course, about Eaton's Ranch. For a copy please address a note to Eaton Brothers, Wolf, Wyoming.

ELKHORN RANCH

Elkhorn—a horse and cattle outfit. In a wild, unspoiled country Northwest of Yellowstone Park; filled with big game, many trout streams. Accommodates ten eastern families in comfortable cabins with bath. Experienced guides, good food, top horses & informality are what we stand for. Ernest Miller, Bozeman, Mont.

VALLEY and A 2 Z

Two real old time Wyoming outfits—located 40 miles from Cody. Picturesque log cabins amid cottonwood groves in a country of green meadows, rolling range and mountain trails. Valley has special pack trips, one for girls—another for young fellows. See: Larry Larom, at N. Y. C. office, Brooks Bros. or write Valley, Wyo.

BONES BROS. RANCH

Cattle our business; horses our weakness. If you have not already written us regarding your ranch vacation, we hope you will do so. Please make reservations in advance if interested in accommodations at either our main ranch or our Medicine Wheel camp in the Big Horn Mountains. Bones Brothers, Birney, Mont.

CM RANCH

An old time ranch in real ranch and mountain country. Background of long operation and experience. Exceptional variety of most interesting riding, camping country. Long experience families and young people. Wonderful fishing. Comfortable and complete equipment. Write: Charles C. Moore, Dubois, Wyoming.

PITCHFORK RANCH

Not an ordinary dude ranch but a real cow outfit which is opening its doors to give a few people a taste of true western life. For the sportsman: Round-ups, branding, fishing, hunting, riding; or ease, comfort and charming living in scenic surroundings for those who wish to relax. Write: Charlie Belden, Pitchfork, Wyo.

DIAMOND G RANCH

Superbly located in the heart of the Wyoming Rockies, yet easily accessible. Unspoiled country, whose seclusion harbors trout-haunted streams and the sundry habitations of wild game. A place for happily idling or for zestful adventure along beckoning trails. Cozy log cabins with private baths. Write: Foster Scott, Dubois, Wyo.

H F BAR & PARADISE

Have, for over a quarter of a century, been dude and cattle ranches of distinction. For a discriminating clientele whose expectations of a dude ranch surpass standardized facilities, equipment and activities. Eastern Representative, Nancy Cole Smith, The Barbizon, Lexington Ave., N. Y. C., or Frank O. Horton & Sons, Buffalo, Wyo.

E BAR L RANCH

A ranch in the Blackfoot Valley west of the Big Divide. An unsurpassed horseback country. Miles of fine trout streams. Good beds, food, horses and equipment. Bath in every cabin. Riding, fishing, swimming, hunting, pack trips. Write: E. Potter, % Henry R. Putnam, Graybar Bldg., N. Y. C. or Greenough, Mont.

SUNLIGHT RANCH

A cattle and horse ranch for over 30 years located in a quiet valley, surrounded by snow capped mountains. Come early, in May and June you may hunt bear and photograph elk and mountain sheep. Excellent food, attractive cabins all facing the mountains. References exchanged. Please write to Simon Snyder, Cody, Wyoming.

QUARTER CIRCLE U

You will like the sound of creaking saddle leather, the jingle of spurs, the smell of sage-brush—all the sights and sounds of this cattle country—rich in romance, color and adventure. This is our home. You are invited to enjoy modern conveniences, good horses, polo, dancing, rodeos. Grace Brewster-Arnold, Birney, Mont.



DATED AHEAD



Simple, beautifully tailored . . . faultlessly finished in every detail . . . little wonder that such a costume seems to sing with style rhythm . . . to appeal to women of fashion who are always dated ahead. In town, at the shore, or in the mountains, it's a suit that you'll feel lost without.

Ready to wear in both street and sport shades or made to your measure in colors of your own choosing, $29.75. The hat to match, $12.75.

Martha West
SPORTSWEAR ORIGINATOR
444 Madison Avenue at 49th Street, New York
838 Madison Avenue at 69th Street, New York
Palm Beach Newport Magnolia
OBTAINABLE IN CALIFORNIA ONLY AT Roos Bros.

INDIAN TALE

(CONTINUED FROM PAGE 52)

carefully, and polish them. The elephant of the Maharaja will have gilded nails; that of the Maharani, silver ones. The tusks will also be cleaned and shined.

Next—the coiffure and make-up. The "hair-dressers" put a special black pomade on the pachyderm's forelock to beautify the hair—rather sparse hair growing some two inches apart.

As the elephant will later put on magnificent "clothes," his trunk and ears—which remain uncovered—must be painted to suit the part. Sacred designs in red, indigo-blue, and white. Gold and silver arabesques.

The driver who does the make-up is no mean artist. It is astonishing to see him on the ladder putting the finishing touches on the trunk or the ear.

Make-up finished—the elephants are left alone for their beauty sleep. Tomorrow morning, the day of the procession, come the tailors and dressers.

The elephants will rest on their knees, to be covered with sumptuous rugs of green, red, or yellow velvet heavily embroidered in gold, or else with cloth of gold touching the ground, often set with precious stones. Like a stage curtain, this royal mantle is caught back in heavy folds by gold or silver cords—to render the gait easier. During this procedure, certain elephants swing their trunks and bellow with joy, while others seem wholly disinterested in their toilette.

Then, a second carpet, smaller this time, is set on the top of the back, to cover up the mattress on which will be placed the howdah, a car of precious metal that will carry the prince or other dignitaries. These howdahs are in various shapes: sometimes, they are golden or silver boxes topped with a velvet canopy like a cupola; sometimes, they recall eighteenth-century sleighs.

Coloured silken scarfs hang from the elephant's ears to the ground and give an almost frivolous look to a beast who is solemn by nature.

JEWELS FOR ELEPHANTS

Now come the jewellers wheeling enormous carts full of enormous jewels. A veil, made of gold and silver plates, is placed on the forehead and ends in a point on the trunk. The elephant of the Maharaja of Jaipur wears on his net three sacred emblems—the sun, the cobra, and the peacock.

Necklaces and pendants are hung around the elephant's neck, and some wear strings of coloured beads falling from the base of the ears. The tusks are ornamented with golden rings—often, the tusk ends in gold balls or turned-back gold points, from which spring white feathers. The Maharaja of Alwa had an elephant whose tusks ended in silver candlesticks.

The florist also contributes to the grooming—and garlands of roses are entwined with the necklaces.

Guided—with the help of a richly chiselled silver hook—by a driver dressed in gala costume, and having on his side a golden bell that rings as he walks majestically, the elephant rivals the elegance of the Maharaja—though the Maharaja wears brocades crowned with his turban and covered with all the jewels in the treasury.

Musicians walk in front and behind. The flag-bearing elephant advances with lumbering dignity; the steel-caparisoned elephant, wearing the armour with which the Maharaja's ancestors once covered their elephants in war, is one solid invulnerable mass.

The procession passes in front of the principal portico of the palace—under the great bas-relief of Ganesche, the four-armed elephant-god, whose paradoxical mount is the rat.

TIGER—TIGER

If it's tiger hunting that you're interested in—have your special wagon attached to the Darjeling express, which connects Calcutta to the Everest Mount; that is the only comfortable way of travelling in the Indies. Change train at Parbatipur, and the next morning you will be at Cooch-Behar. The Maharani invited us to shoot the tiger; her state is renowned for this kind of hunting, organized in the most luxurious manner—on an elephant's back.

We spent four days in a camp, on the banks of a river where, in the evening, the elephants went bathing; every morning, we left for the jungles. About ten elephants took the guests, and, comfortably lying on thick, multicoloured mattresses, little by little, we got used to the very special walk of our mounts. We went through rice-fields, mustard-fields, rivers, palm-tree woods, banana-trees; and sometimes, through the branches, we caught sight of the snows of Kuchinga.

At last, after two or three hours under a sunshine that we could not have endured without our casques, we came to the border of the jungle. Enormous herbs hid the other elephants waiting for us, which were surmounted by howdahs—from where one shoots the tiger much more comfortably and with less danger. We were placed in line, fifty meters apart, along an opening prepared in the grasses, and there we waited in deep silence.

Other elephants, the beaters, started the battue, coming to meet us. With their powerful trunks, they shook the plants, tearing out everything in their way. Three-quarters of an hour of battue, and a roaring tiger bounced out of the jungle—one shot—he was caught at the shoulder, and, mad with fury, he tried to jump on the nearest elephant. A second shot caught him, and the splendid animal fell lifeless.

But, one can not go too near—an awful smell comes from this beautiful fur, so awful that the elephants themselves can not bear it. It is only after numerous difficulties that we charged the tiger on the back of one elephant.

Next, we looked for the shaded place where an abundant lunch was served; we needed to strengthen up, because three more tigers had been signalled in the same part of the country, and two more battues were to take place in the afternoon.

At twilight, we came back to the camp. Two tigers only had been killed; the third one, hurt, had been able to escape after attacking one of the elephants.

At night, after dinner, all gathered around the fire burning in the middle of the camp and discussed the emotions of the day, while jackals and hyenas howled and yelled around us.



TONI FRISSELL

• The first white bathing-suit headed out to sea, above, is of Aqua Cord and sleek as an eel. Saks-Fifth Avenue and I. Magnin both have this model • (Centre): The B. V. D. bathing-suit is of braided silk Sea Satin; from Lord and Taylor and from Marshall Field • (Right): B. V. D.'s ribbed knitted suit has blue straps and belt; Bonwit Teller

VOGUE'S FESTIVAL SPOT-LIGHT

(CONTINUED FROM PAGE 67)

you may hear the entire Wagner "Ring," the Meistersingers, and Mozart operas produced as nowhere else except at Salzburg, whither most of the performers migrate.

The famous Burgtheater is conducting an interesting experiment called the "Voices of the People"—a group of representative plays from all nations. They have chosen Maxwell Anderson's "Queen Elizabeth" as the American play, Drinkwater's "Abraham Lincoln" as the English. At that time, too, Vienna is apt to have very good plays running at the Josefstadt and Theater An der Wien.

Aside from her gigantic jubilee, England's chief festival contribution is in the rolling and gently beautiful hills of Malvern, about three hours from London. From July 29 to August 24, Sir Barry Jackson will present new plays and old with the best actors in England: "Trelawney of the Wells," by Pinero; "Fanny's First Play," by Shaw; "Volpone," by Ben Jonson; "The Simpleton of the Unexpected Isles" (Shaw's latest and least fortunate vagary, written expressly for the Malvern Festival); and a new play based on that riotously irreverent book called "1066 And All That." The Malvern Festival has become, after seven years, a cultural necessity to England, and a great gathering-place for intellectual Britons.

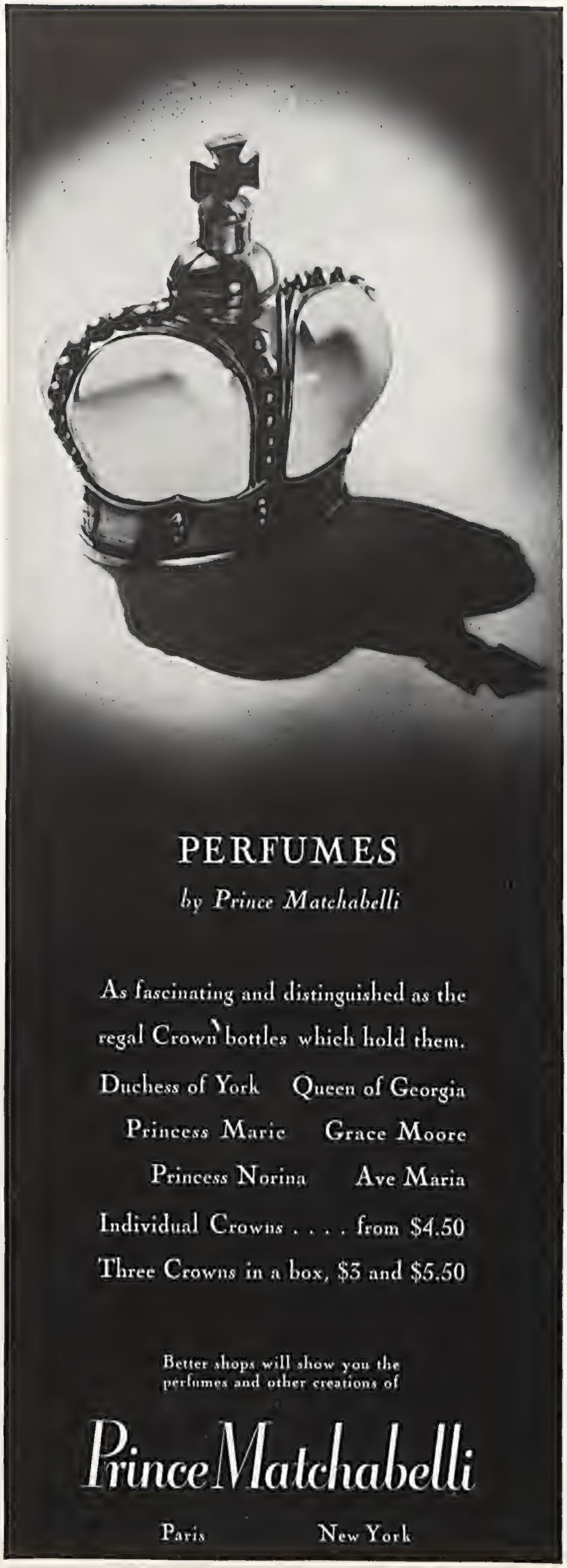
Sweden gives you, towards the end of July and beginning of August, a highly impressive procession of mediaeval musical plays in Visby, on the Island of Gotland. In the haunted ruins of Saint Nicholas Church and the Church of the Holy Ghost, these northern ghosts of the past will walk again and sing again.

Germany, Hitler or no Hitler, is, of course, drenched in music the whole summer through. Hamburg has an international music festival the beginning of June, Leipzig has a Bach festival the end of June, and Heidelberg has festival plays in July and August. And in several Rhinish castles—to the glint of candles on gilt rococo and crystal—orchestras will play intimately in the manner (and often in the costume) of Mozartian days.

Munich, though, is the classic centre of German culture. There, from July 24 to August 27, will be a Wagner and Mozart opera festival, and Goethe, Schiller, and Shakspere plays; and from August 15 to August 29, a Richard Strauss week. These performances are usually memorable. Whatever else the Germans may be, they are unparallelled musicians and showmen.

Paris, like Venice, is a continuous festival; but France has few artistic treats scheduled expressively for tourists during the summer. There are open-air plays at Nancy, open-air concerts at Versailles, musical galas at Vichy, and assorted entertainments hither and yon. Probably the most traditional and colourful of all the national festivals will be at Quimperlé in Southern Brittany at the end of July. In a village of the utmost charm, among peasants of the utmost picturesqueness, there will be the Annual Festival and Gathering of Bards and Druids; old folk-songs, costume competitions, concerts of Celtic music, and Breton wrestling-matches.

So, if you're bored this summer in Europe, it will most certainly not be the fault of the Europeans!





SHOP-HOUND

(CONTINUED FROM PAGE 90)

hangers are a luxury on any liner, or in any European hotel, for that matter, so nothing could be more welcome than the six folding metal hangers that Altman has all neatly put up in a tiny leather case, for about $2.50. These are good for a man or a woman.

• Abercrombie and Fitch, practically the home for men's bon-voyage gifts, have everything from a charred rope lighter that burns brighter and brighter the more the wind blows, and only costs about a quarter, to an alarm-watch for about $30. The latter is a good thing to have if you are one of those apprehensive people who are afraid of not waking up in time to get off at the right station. This shop has really good smoked glasses with optically ground lens that don't hurt your eyes (at about $5). Sun at sea is no fun without dark glasses—unless you don't care how many wrinkles you collect around your eyes.

I'm still talking about Abercrombie and Fitch; they have an Ansley Dynaphone—a combination radio and gramophone, very compact for travelling, with an adapter so that it can be used on European currents (for about $82, with adapter). This is a lavish gift, fine for the family travelling by motor. Then, there is a first-aid kit and medicine-chest combined with the usual gauze and adhesive and iodine and six empty bottles for your own pet medicines (at about $12). Or, if you only want first aid, get a Burroughs Wellcome Kit that prepares you for everything except gunshot (at about $9). For the man who likes to look beyond the horizon, there are some all-scope binoculars (about $12.50)—an improved version of the Sportoculars.

• If you have a niece or nephew going to Europe for the first time, nothing could be nicer to give than one of those miniature Kodak Retinas. They turn out miracles in pictures taken by amateurs, and you will probably be bored by shots of airplanes, tenders at Cherbourg, cathedrals, and such, if you give one of these Kodaks, but you can count on the recipient having a divine time with it. Eastman Kodak makes these and sells them for about $57.50.

• Young Books, at 714 Madison Avenue, have original ideas for children's bon-voyage gifts—it's a favourite shop for children's toys and books. This shop makes a pyramid of games and books to suit the age and temperament of the child in question, in case you know either. The Van Loon World Wide Game (about $1.50) is a good foundation, no matter what the age. It's one of those geographical games that do a lot of quiet teaching. In case you haven't been game shopping, you might be lured into it by some of the names: Fun with Pinwheels, Boy Detective Game, Humpty Dumpty Felt Bean-Bag, Week of Fun. For about $5, you should keep a child occupied on a fast boat trip. Something like $10 should keep him out of trouble for weeks on end.

• If you have any ultrafastidious friends who can't bear to sleep in sheets not their own, the Grande Maison de Blanc of New York has a beautiful and efficient crêpe de Chine travelling-set for around $55. The top and bottom sheets are sewed together and button up on one side, so that you sleep between them as though you were in a bag. The pillow-case is attached to the under sheet, and the top sheet turns back so far that no strange blanket could ever get near the face. The nude shade is particularly luxurious looking, although you can order this set in any shade. The whole thing fits neatly into a crêpe de Chine envelope.

A travelling-pillow and *chaise longue* cover in dark colours as made by Bournefield at 2 East Fifty-Seventh Street could be used as a delicate steamer rug. The thin wool blanket is lined and edged with satin-striped taffeta, and there is a down pillow to match. Both pieces fit into a taffeta case, and the price is around $35.

In fact, there isn't any one easier to please with a present than a fastidious woman who insists on her luxuries, no matter where she is. You might give her, for instance, a quilted satin hot-water bottle cover, complete with bottle (for about $12), from the Carlin Comforts shop at 536 Madison Avenue. If you've ever had a hard and only faintly warm stone bottle put in your bed, you will know what a comfort your own hot-water bottle is. And to perfume the bath of this luxurious lady, you might give her a bottle of Matchabelli's Abano oil (which is priced as low as about $3 at Best), as well as Abano sachets to sweeten transient dresser drawers.

Elizabeth Arden makes one of the most practical bon-voyage gifts I know of—Velva Bath Mitts that make a magnificent lather in salt water (six in a box for about $3.50). This Velva Bath that could lather in the hardest water can also be had in tubes (about $1.50), terribly convenient to put in your hand-bag for emergency hand washings en route—remember soap is private property in Europe.

Dorothy Gray makes a pine essence to soften and scent water—about $2, and most impressive as a gift. Of course, the Dorothy Gray travelling make-up kit is a thing of wonder. Made of grey lizard with a slide closing, it can lie flat in a suitcase or be carried as a hand-bag, and it holds everything to make you beautiful. You know how fishing through suitcases for scattered cosmetics wears on the nerves, so you can imagine the pleasure that this bag of concentrated cosmetics will give (about $18.50, and looks like a lot more).

• Saks-Fifth Avenue has those striped canvas sailor bags that every one ought to carry away empty and use to hold all the things that one collects while travelling. These bags fold into suède cloth envelopes when empty, and they expand in the most magical way (the price is about $10). I also found one of the best passport cases in town *chez* Saks. It is very flat and simple, with a place for your passport, of course, and allotted places for luggage checks, railroad tickets, (Continued on page 119)

SHOP-HOUND

(CONTINUED FROM PAGE 118)

landing card, letter of credit, and English and French money. In short, it is a miniature file that puts system into travelling and eliminates the old pocket-search method (for about $6.50 in pigskin and $5.50 in morocco and very handsome in either). Also in this store, I found collar buttons—not unusual, perhaps, but remindful of the man who told me once that he lost a collar button on shipboard and spent all summer in Europe trying to buy another. You might send a few to a parting friend as a playful gift with a practical basis. And the leather cuff-links in the men's department at Saks-Fifth Avenue are ideal for travelling. They cost about $5 a pair and are very English looking. You can't say that I haven't thought of everything.

• Hammacher Schlemmer, that de luxe hardware store, has a silver-plated top lined with cork that fits over any ordinary tumbler or high-ball glass, to aid in the mixing of cocktails. It's a good useful gadget costing around a dollar and shouldn't be overlooked.

• Alice Marks (19 East Fifty-Second Street) is an old hand at trick steamer gifts—her latest is a gay coloured tray on which are anchored: a cocktail shaker, glasses, olives, anchovies, crackers, and other tidbits, all ready for cabin entertaining. With two glasses, this costs about $16.50. Her folding hat-box of leather (you can't get it any place else) is one of the best possible gifts (at about $15), for it is highly conducive to light Paris shopping.

• By all means give the hardened knitter who is starting on a trip some yarn and needles and directions (for about $1.50 up) from Alice Taylor's shop, at 556 Madison Avenue. The voyager can then knit the Schiaparelli type of cap, beret, and scarf en route. She may think that she doesn't want anything to do on shipboard, but her fingers will itch with restlessness before she is a day out. And while on the subject of knitting, MacVeady, at 60 East Fifty-Sixth Street, makes beautiful hand-knitted shirt sweaters of linen thread that would be fine for shipboard. You have to order them ten days ahead, and they are made to measure, for about $15. Add to this one of MacVeady's French belts that couldn't be better looking, and you have a superb gift. This shop also has unusual printed chiffon scarfs that can be worn as saris (for about $5 to $10, depending on size).

• Leila Ranger puts her precious stones aside for a minute and makes a bon-voyage boutonnière of white jade, lapis, coral, or turquoise flowers with green jade leaves—mounted on a clip and all ready to enhance anything from a tailored suit to an evening dress. These are pretty beautiful, for around $8. She has also designed a good bag for the voyager who goes on deck in the morning and stays quietly put all day. It is about eighteen inches high and ten inches wide and can be covered with peasant linen or quilted English prints. Inside is a purse, a slide-fastened pocket for passport and letter of credit, and loads of room left for make-up, knitting, a book, or whatever is your shipboard occupation. It is practically street, parlour, bedroom, and bath combined—all for about $34. And don't forget that Mrs. Ranger is a designer of worth to whom you can go with any ideas that you would like to see realized in jewellery or bags. She can be found at 970 Park Avenue.

• One word for the stay-at-homes—Edna Goldsmith, at 754 Madison Avenue, has a lot of really good linen dresses for active and spectator sports. They are made of that new Shantel linen that has such a beautiful texture and is in such divine colours: pimento-red, for instance, combined with a blue tie silk scarf and blue leather belt. Then, Mrs. Goldsmith has a pale grey-blue dress with a deep wine belt and dotted scarf. These dresses are patch pocketed and tailored with inverted pleats to give skirt fulness, and they button all the way down the front. (They cost about $25.) Being a crack tennis player herself, Mrs. Goldsmith has a correct and comfortable dress with a high back and a full skirt, made of waffle piqué especially for the game. It costs about $17.

• Loose change is something that should be concentrated if it's going to be useful. Digging in the bottom of your purse or pockets for a dime is shattering to self-confidence; the bus conductor or taxi driver always looks on as if he suspected you didn't have it at all. You mutter, "I know I have a dime somewhere," and end up by producing a dollar bill. Every one, man or woman, in New York should carry a coin holder and see that it is filled with nickels, dimes, and quarters every morning, if only to smooth your tipping and your communication paths for the day. The Party Mart (510 Madison Avenue) has a good efficient coin holder in brown, black, or blue leather that holds plenty of dimes, quarters, nickels, and all the pennies that you collect during the day from paying the sales tax. There is even room for bills in the back, and the price is only about $1. Incidentally, this purse is wonderful for men who don't want to carry a wallet when playing golf or riding, yet who don't want to be caught without money.

• Beatrice Meyer, at 43 East Fifty-Eighth Street, will be a great help if you need a good sheer suit to live in all summer in town or to wear in from the country when you have to shop. A blue triple sheer dress, for example, has red linen trimming at the square neck (the neck is quite low in the back) and a finger-tip jacket to match (for about $40). Miss Meyer has a cape ensemble of sheer ribbed material with a hand-embroidered white yoke. This model is smart with or without the cape and wonderfully cool (for about $50). Printed chiffon is practically the thinnest thing that can be worn, and there is a three-quarters length coat ensemble in blue with a seismograph design in white and a blue satin bow at the neck-line (for about $40). This doesn't muss very much, neither does it catch the dirt—it's too thin to hold it, anyway.



FILM on teeth
may invite all three

Remove film this safe, sure way as only the "special film-removing tooth paste" does

SCIENCE issues a warning... that the fate of your teeth may rest on what you do to remove film! Dare you risk ineffective methods when film may lead to such serious consequences? Can you afford to trust precious tooth enamel to any but a special film-removing dentifrice?

21 years ago a group of men discovered a scientific fact known to comparatively few—*that film should be removed* if teeth are to be kept clean and sound, if gums are to remain healthy.

A special formula was devised. Since then it has been constantly improved with one thought in mind: to remove film *safely*. Today, Pepsodent is known as the "special film-removing tooth paste." It has been proved unexcelled in the way it removes the film that glues decay germs to teeth. Millions know how it polishes teeth to natural brilliance.

Other dentifrices may promise film-removing action. But are they equally effective? *Can these other kinds remove film with the same safety?*

Pepsodent is SAFE—*effective*

In fair and unbiased laboratory tests, it was shown that Pepsodent's special polishing material was the softest—and therefore *safest*... of 15 leading tooth pastes and 6 leading tooth powders. Pepsodent contains no grit, nothing to harm the teeth.

Use Pepsodent Tooth Paste twice a day; see your dentist at least twice a year.

10% more Pepsodent
in the new tube—dealers are selling it at
a new low price!
YOU GET MORE! YOU PAY LESS!

PEPSODENT *the Special Film-Removing Dentifrice*

COOL PROPOSITIONS FOR SIZZLING DAYS

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LASTEX FOUNDATIONS



You can have your comfort . . . your figure, too . . . with FLEXEES *new Mesh combinations and girdles. For these are no frivolous little "nothings". Here are real foundations, in every way, with all the firm figure-moulding qualities . . . all the exquisite styling . . . for which* FLEXEES *have long been famous. Made of a marvelous new Lastex fabric,* FLEXEES *are as light and cooling as a sea-breeze, yet as efficient in control as any garments twice their weight.* FLEXEES *Meshes are washable. Smartly finished in every way. And they won't ride up. The better shops are featuring* FLEXEES *now . . . $5 to $25.*

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"TWIN CONTROL" for the Slender or Average Figure
"SUPER CONTROL" for the Mature and Stately Figure
The World's Loveliest Foundations
ARTISTIC FOUNDATIONS INC., NEW YORK

FOOT NEWS FOR SPRING

FOR EVENING

When it's a "don't dress" dinner engagement, La Valle's black crêpe pump at the right has just the correct degree of formality about it. A single rhinestone button is the only trimming on the slipper. Saks-Fifth Avenue has this



Stitched bands mount up the high-cut vamp of this slipper in ladder formation and continue on around to the back of the shoe. You can get this model in white satin, at Bonwit Teller, and have it dyed to match your dress



This evening sandal (third model) has an interesting treatment of satin and jacquard crêpe, with charming little cut-outs on both the toe and the back of the slipper. To be had in white, or dyed; Saks-Fifth Avenue



Loops of gold and silver kid are interlaced to form the smart low-heeled evening sandal shown next to the bottom, at the right. This model is enormously flattering to slender ankles. You will find this at Saks-Fifth Avenue

FOR SUITS

There's a trim, tailored look about the brown calfskin walking shoe at the lower right that makes it perfect for your spring suit. The seam up the centre of the toe and the high-cut tongue are chic; Bonwit Teller



Directly below is a flat-heeled brown leather sandal, with perforations, that was born to wear with a suit. The squarish toe gives you Cinderella feet, without making your foot look at all stubby. Bonwit Teller has this smart new model



NELSON

MORE FOOT-NOTES



FOR SPORTS

Even twenty-seven holes of golf won't make the brown reversed calfskin shoe (left) feel any less comfortable. It's a two-eyelet Oxford; sturdy and supporting, but light as a feather. You can get this model at Saks-Fifth Avenue



Natural peasant linen—marvellously cool and comfortable—is used for the Arnold Authentic sports shoe (second), designed by Lanz of Salzburg. Vivid green leather is effectively used to trim this two-eyelet Oxford. It's from Best



(Third) Another Arnold Authentic shoe of natural peasant linen for the country. The heel is perfect for walking, and the two straps fasten the shoe firmly and snugly on the foot. This model, designed by Lanz of Salzburg, is from Best

You can slip into the brown calf and white buckskin sports shoe (next to bottom, left) with the greatest ease, for it has a hidden elastic insertion. Once the shoe is on, your foot is gripped snugly and comfortably; Saks-Fifth Avenue

FOR DAY



Patent leather is in shining contrast to kid in the smart black pump at the lower left. The way in which the straps cross over the arch is especially new. To wear with prints and sheers in town. From J. and J. Slater

Directly below is a well-cut black kidskin Oxford for town wear. Stitched braid—very new and smart—is used for trimming. The heel is of a particularly good height for general wear around town. This model is from Sommers

NELSON

A VACATION WARDROBE IN

Towndale Frocks

REG. U.S. PAT. OFF.

There's a full time wardrobe for you in Towndale Frocks. They go sporting in the morning—on the courts or on the side lines during the day—to tea and bridge in the afternoon. They are "dresses to live in" throughout a Summer day. $6.50



A—Shirting stripes in interesting cross-variations for golf and tennis.

B—Silk linen that won't crush is finished with a dashing dotted scarf and sash.

C — Nubby string boucle with bold contrast in buttons and belt.

D — White dots sparkle against navy, with a dash of white for trimming.

E—Frill pleating and a gay French print for a dress-up frock.

EXCLUSIVE AT THESE AND OTHER LEADING STORES THROUGHOUT THE COUNTRY

New York City	Gimbel Bros.
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Philadelphia	Gimbel Bros.
Pittsburgh	Gimbel's
Portland, Ore.	Chas F. Berg, Inc.
Portsmouth, Ohio	Atlas Fashion Co.
Providence	Gladding's, Inc.
Rutland	Chas. Sterns & Co.
St. Louis	Stix, Baer & Fuller Co.
San Jose	M. Blum & Co.
Syracuse	Dey Bros.
Washington, D. C.	S. Kann Sons Co.

If you cannot find Towndale Frocks in your community write Maiman-Sanger, Inc., 462 Seventh Avenue, New York.





Nestle Guards You Against the Danger of Re-used Pads!

NO PERMANENT should ever ruin your hair. Yet many a woman risks having her hair practically destroyed because the same pads are used from one head to another. No wonder women dread the effects of bad permanent waving when such conditions prevail. Yet such fear is now needless. Protect yourself by going to a Licensed Nestle Shop, using fresh materials that are always Nestle! For then you secure a glorious wave that is also a distinct benefit to the structure of your hair.

THE NESTLE-LE MUR COMPANY • NEW YORK

LOOK for the Licensed Nestle Beauty Shop with this certificate. It is your guarantee of a genuine Nestle Wave. Also insist on seeing the Nestle name on the foil cover of the felt pads.



Nestle SCIENTIFIC PERMANENT WAVE

BOCCACCIO IN CHAPS

(CONTINUED FROM PAGE 72)

that they all did. Peacefully engaged in raising cattle or horses, or—some of them, and shame be upon them—sheep, they suddenly found a lot of people wished upon them.

You can isolate a lot of reasons, all of them good; put together, overwhelming. I had done this, but there was still something unexplained until the Norman spoke. There was the weather, for instance. The air. The altitude. Up around six or seven thousand feet, in summer you have almost perfect weather; long warm days and by dusk a mountain chill as delicious as the touch of a cool hand. And by day, the sun takes kinks out of your bones, and, by night, the chill makes you sleep. You feel marvellously, once the few days of acclimatization are over. Of course you do. The high air is like wine, only it gives you no post-drinking headaches or acidity. You feel young and vigorous, and you have trouble realizing that people are dying of heat down near the sea.

WHY THEY COME

But that isn't enough by itself. That didn't answer my question fully. Weather, and air, and altitude by themselves wouldn't bring people from all over the world; people of every age and temperament and tradition; old and young and middle-aged. And it didn't explain why, almost without exception, they loved the country and the ranch. Loved both passionately and the latter with a loyalty all dude wranglers know; as if it were a secret society, a bond of fellowship, a regiment of ancient and honourable lineage. Years later, you would meet these people in various parts of the world and find this loyalty still vivid. People don't feel that way about Swiss hotels, and the summer climate of Switzerland isn't so different from the climate of the Rocky Mountains. Besides, people don't care so much about their health as the physical culturists imagine. Lots of people go every year quite contentedly to the average resort and stay mildly ill on cocktails all summer.

Nor was it altogether beauty, although with some this was a compelling factor. With others, however, it was obviously merely an unconscious background, even the dramatic beauty of our high, great Western hills; the vivid blue of the skies; the vivid greys and browns of sharp peaks; the dark, slumbering green of huge forests, the shimmering olive-grey of the sage-brush expanses. There was nostalgia here, as well; a nostalgia that affected different people differently, but not a nostalgia as moving as the one the Norman had mentioned. Those, and they were a great number, who were deeply stirred by all this often found one of two abiding connections; felt one of two pervading atmospheres that linked them with the past. And this feeling of being linked with the past, of being part of the great unending pageant, is very necessary for some peoples' happiness.

Unless you have been in the Far West, and unless you are one of these people, this may seem a quaint exaggeration, for the Far West is a new, almost untouched country, and certainly it is a great distance, both geographically and in time, from ancient Greece or mediaeval Europe, and yet, none the less, often you have this sense of Classic Greece—the space; the translucent air; the colouring; the olive-grey of the sage-brush; the virginal quality of the land; these, I suppose, are what give you this sense; the classic simplicity of ranch life. Or, if your mind is more Gothic than Classic, you feel, especially in the great forests, with their sudden open little parks, held by sunshine and brilliant with wild flowers, or, on rainy days, when the dark trees drip and smell pungently, and the little parks drift with mist, the same eerie, haunted excitement that the beech woods of Germany or the oak woods of England give you.

GO WEST, YOUNG WOMAN

To those who are interested; this note. In the Far West, the older gods, classic or mediaeval, large or small, are not dead yet.

You still believe this an exaggeration? Ask some of the people who have been West. But, of course, you will have to select the ones you ask.

Air, altitude, beauty, sleep, rest—these are excellent reasons why people should go West, and you can add, naturally, the basic element of sport; sport of almost every description, easily got at and without the tiresome formality and paraphernalia inherent in sport elsewhere. You can even play polo on a moment's notice and in the clothes you're wearing—and, perhaps the most important of all, the exotic atmosphere, and the costumes and the life of a ranch. Deep down in every American's breast, except Americans of the very latest immigrations, is a longing for the frontier, perhaps the most powerful of American motivations, as has so often been said. And why not? We are all of us descended from people who ran away from home. Practically every normal young American male at some time wants to be a cowboy, and practically every normal American male of whatever age has at moments twinges of regret that he wasn't once, if only for a year, a rancher; while as for the young American female—and she doesn't have to be so young, either—without exception, she responds to the jingle of spurs, the flap of chaps, and the long swinging walk that comes from much riding. Nor need anxious mothers worry. The average cowboy is still a fairly nice and sensible fellow; and besides, his boss has the eyes of a well-trained lynx. The expert dude wrangler is a combination, in just the right proportions, of chaperon, parson, guide, confidant, information bureau, neurologist, and whatever masculine member of your family—father, brother, uncle, or husband—you consider most dependable. Should a handsome cowboy get too handsome, as a rule he's fired and an ugly one is hired in his place. Which brings us, although incidentally, to the subject of cowboys in general.

No, the cowboy is not dead. In the last census, about a hundred and fifty thousand young men put their business down as that of cowpunching. Yes, they are just as good as they ever were. They are better riders and equally good (Continued on page 123)



EVERYONE ADORES
THE MIRACLE MAN

who gives old drinks
new character with

BACARDI

Have you ever tried using Bacardi instead of the more hackneyed liquors in the following drinks? You'll be amazed what new life, new delights they can be made to offer! Just try:

BACARDI HIGHBALL
BACARDI OLD-FASHIONED
BACARDI MANHATTAN
BACARDI SIDE CAR
BACARDI BRONX
BACARDI COLLINS

...AND, of course, always Bacardi and none other in the famous Bacardi Cocktail, mixed like this:

Juice of ½ green lime
½ teaspoonful granulated sugar
1 jigger Bacardi
Shake well with cracked ice



Avoid substitutes. See the bottle

Copr., 1935, Schenley Import Corp., sole importer for the U. S. for COMPAÑIA RON BACARDI, S. A.

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BOCCACCIO IN CHAPS

(CONTINUED FROM PAGE 122)

hands. Why? Because cowpunching is one of the oldest jobs in history and a most expert one, and you can't change it very much for the reason that you can't do it any other way. The mere fact that a cowboy nowadays knows how to shift gears doesn't mean that his habits with a cow or a horse have changed. You can't shift gears with a cow. No, the cowboys on a dude ranch are not "drugstore cowboys." They are the realest of real hands. Even the college men who come out during the summer and whose principal duty it is to prevent lady dudes, young or old, from breaking their necks, are experienced and reliable, or they wouldn't be there. Yes—and most emphatically so—a real dude ranch is always a real ranch, or else it isn't a real dude ranch. Dude, correctly used, simply means a person who, for the time being, pays for his board on a ranch or hires some one to guide him or cook for him in camp. It does not mean tenderfoot at all. The oldest cattleman in the West, if he hires —when he goes hunting or camping, as most of them do—a guide and a cook is, for the time being, a dude. Buffalo Bill was often a dude. In short, when you're on a dude ranch, if it's a good one, you're on a real ranch, and if you see a cowboy there, you've seen a cowboy. And so, when you get home, and some Easterner, through ignorance, or stupidity, or perversity, or a combination of all three, says otherwise, don't get angry. Merely yawn. The East is filled with mistaken clichés about the West.

MODERN FRONTIER

This desire, conscious or otherwise, for the frontier—the life of a ranch, the constant opportunities for sport of all kinds, answers, probably, where the young are concerned, all questions. One need not hunt further. And this desire for the frontier sometimes has its wistful side when the young aren't rich enough to pay their way. As a former dude wrangler and still president, although more or less non-active, of a dude and cattle ranching company, every spring I get upwards of a score of letters from young people all over the country begging for jobs. They will do anything and gladly work without wages if I will only get them West. The old American impulse hasn't faltered. I wish I could get them West, but, as I've said, ranch work is expert work, and your first duty is to your old outfit. Sometimes, the letters are quaint. Two springs ago, I got one from a young German in New York who said he thought he'd do well as a cow-puncher, because his father had been a butcher in Germany. A knowledge of cows, apparently, is instinctive and hereditary.

But this is a digression, and I want to get back to, and to finish, with the Norman and his subtle, but—at least, so I am convinced—true explanation of the growing popularity of the dude ranch. Sport, and the frontier, and ranch life, do not fully explain the attitude of mature people on dude ranches, nor the active changes that often occur in a person's character.

Most of us like people. Yes, but we hate them as we have to see them. And most of them under the circumstances in which we usually do see them aren't half as nice as they could be, and we aren't so nice ourselves. Most of us like mild gaiety, but gaiety in cities, or crowded suburbs, or even at the usual summer resort isn't mild. It's fatiguing and destroying. Figure out what a man has to do in a large city just to dine with his friends. Count the things he has to put on, or, if it be a woman, take off, and how uncomfortable these things are. The taxis he has to buy; the cocktails he absorbs through sheer nervousness or boredom; the risky and unknown dinner-partners. Take going to a theatre. If you are used to fresh air, you cough for half an hour after coming out. Take anything you want in this so curious thing we call civilization. And then—take a day on a dude ranch. So casual, so filled with pleasant company if you want it, so pleasantly solitary if that is what, at the moment, you prefer.

A DUDE'S DAY

Breakfast is leisurely, and the windows are open, and the mountain air and the mountain sunshine come in. And you needn't, until after breakfast, make up your mind as to what you want to do. Perhaps you won't make up your mind at all. That is one of the perquisites. Perhaps you'll spend a whole day delightfully not making up your mind. But if you do—if you go mountain climbing, or riding, or fishing, or bird shooting, or exploring, or visiting—, you come back in the sharp dusk with the thought of how pleasant it will be to sit at tables with pleasant and healthy people and chat, or laugh, or listen. Healthy people actually interested in what you've done, as you, healthy yourself, are interested in what they've done, for health is part of being interested. And then the long hours afterwards before the fire; hours when you are utterly sure that no telephone will ring nor anything else disturb you!

In the restless world in which we now live, it is considered childish, I know, especially for a novelist, which is my present job, to cherish any respect for the human race. There is no hope for it, and its only chance is to give itself over, lock, stock, and barrel, to some self-appointed Messiah of the extreme left or the extreme right. Well, I'm sorry, but I don't believe it. I've been a dude wrangler too long, and moronic as it may seem to my wiser confrères who have lived altogether in cities, nothing will ever convince me that the human race, given rest, leisure, and good air, isn't, on the whole, fairly nice. Astonishingly nice. I've handled cows, and I like men and women better—much better. I've handled horses, and I like men and women better than horses. I'm devoted to cats and dogs, but I won't even agree to the old and stupid aphorism about dogs being so much better than men. They may be better than men in cities—nicer, I mean—, but they aren't half as nice as men are when you give men a chance. And even in cities, it's astonishing how nice men and women are, considering how they have to live.

The Norman, in all he said, and all he implied, was right.

The Rainbow Room for Dinner



Because its cuisine is excellent and its wines, the finest. There is an air of intimacy and exclusiveness atop the highest dining and dancing rendezvous in the world. The color organ has a soft tone and tint for every mood no matter how fleeting. Here you can dance on a revolving dance floor and over your shoulder glimpse an exciting panorama of this city.

No couvert for dinner guests...a prix fixe dinner $3.50 or a la carte...Sunday $4.00
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Cinderella Kid White
for kid and calf

Cinderella White Buck
for buck and suede

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for smooth leathers of any color

And special dressings for every color which Fashion may demand.

CINDERELLA
Shoe Dressings

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Nu-Nail, the first scientific nail *conditioner!* Not a polish, not a creme, but a ruby-tinted, perfumed OIL to eliminate breakage, brittleness, splitting, peeling, ridging, white spots. Keeps nails and cuticle strong, smooth, supple. **A Twice Daily Necessity,** as important as your tooth-paste or face cremes.

FOOTNOTE: Marvelous too, for beautifying toenails. Eliminates hardened cuticle and ingrown nails.

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nu-nail
bergo *laboratories* hollywood
CALIFORNIA

SOCIETY

BIRTHS

NEW YORK

Biltz—On March 29, to Mr. and Mrs. Norman H. Biltz (Esther J. Auchincloss), a daughter.

Borden—On April 13, to Mr. and Mrs. Arthur B. Borden (Mariedna Clay), of New York and Rumson, New Jersey, a son, Christopher Clay Borden.

Bostwick—On April 12, to Mr. and Mrs. Dunbar W. Bostwick (Electra Webb), of Old Westbury, Long Island, a daughter, Lillian Bostwick.

Lloyd—On April 1, to Mr. and Mrs. T. Wilson Lloyd (Eleanor S. Whitney), a daughter.

Locke—On April 11, in Paris, France, to Mr. and Mrs. Edwin Allen Locke, junior (Dorothy Q. Clark), of New York, a daughter, Elizabeth Elaine Locke.

Meyer—On April 15, to Mr. and Mrs. J. Edward Meyer, junior (Carolyn M. Starring), of Great Neck, Long Island, a son, J. Edward Meyer, third.

Perry—On April 11, to Mr. and Mrs. Ritzema Perry (Anne B. Lewis), a daughter.

Pierce—On March 30, to Mr. and Mrs. William Curtis Pierce (Elizabeth N. Gay), a son, Martin Gay Pierce.

Quimby—On April 14, to Mr. and Mrs. Howard Everett Quimby (Grace C. Gamble), a daughter.

Stevens—On April 14, to Mr. and Mrs. George Edward Stevens (Hope Norton), of Darien, Connecticut, a son.

CHARLOTTE, NORTH CAROLINA

Sickles—On April 7, to Mr. and Mrs. Arthur Sickles (Elizabeth Barber), a daughter, Elizabeth Barber Sickles.

CINCINNATI

Ford—On March 16, to Dr. Starr Ford, junior, and Mrs. Ford (Mary Mills), a son, Starr Ford, third.

Resor—On February 18, to Mr. and Mrs. Joseph Resor (Hilda Quadri), a daughter, Elizabeth Resor.

COLUMBIA, SOUTH CAROLINA

Pinckney—On March 21, to Mr. and Mrs. Francis Morris Pinckney (Caroline Walker), a son, Francis Morris Pinckney, junior.

COLUMBUS, OHIO

Shannon—On January 16, to Mr. and Mrs. Austin Shannon (Mary Loren Jeffrey), a son, Michael Jeffrey Shannon.

DETROIT

Hopper—On April 13, in Detroit, Michigan, to Mr. and Mrs. Bernard E. Hopper (Mary D. Crawford), of Grosse Pointe, Michigan, a daughter, Frances Anne Hopper.

DULUTH

McCabe—On March 19, to Mr. and Mrs. George H. McCabe (Elizabeth Allen), a daughter, Phoebe Burns McCabe.

ELMIRA

Brown—On February 26, to Mr. and Mrs. Elwin R. Brown (Adria Drake), a son, Elwin Robert Brown, junior.

McLeod—On March 22, to Mr. and Mrs. Donald Spence McLeod (Clara Curtis), a daughter, Katherine Strang McLeod.

HOUSTON

Attwell—On March 8, to Mr. and Mrs. Hudson Attwell (St. Clair Evans), a daughter.

Gregory—On March 21, to Mr. and Mrs. Thomas Watt Gregory, junior (Maria Taylor), a son.

Trammel—On March 10, to Mr. and Mrs. W. B. Trammel (Susan Fondren), a son.

KANSAS CITY

Krantz—On February 11, to Mr. and Mrs. Robert Albert Krantz (Laura Coates Yaggy), a daughter, Laura Reed Krantz.

LYNCHBURG, VIRGINIA

Davidson—On February 13, to Mr. and Mrs. James Lyons Davidson (Jette Baker), a daughter, Suejette Lanier Davidson.

Scott—On February 11, to Mr. and Mrs. Thomas Kennerly Scott (Amelia Hollis), a son, Thomas Dudley Scott.

MONTGOMERY, ALABAMA

Dowler—On March 16, to Mr. and Mrs. Moulton Shreve Dowler (Martha Goodwyn Beasley), a daughter, Elizabeth Teague Dowler.

SPRINGFIELD, MASSACHUSETTS

Neal—On March 28, to Mr. and Mrs. Sidney Neal (Hazel Pike), a son, William Pike Neal.

TAMPA

Bowman—On March 31, to Mr. and Mrs. J. H. Bowman (Margaret McMullen), a son, Donald Campbell Bowman.

Lee—On March 9, to Mr. and Mrs. L. W. Lee (Cecile Turner), a daughter, Grace Lee.

(Continued on page 126)



This shoe
in many colors
is one of the leading
smart shoes of 1935

It is made on a tried and very popular "last" and may be purchased—

CHICAGO
Marshall Field & Co.

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SAN DIEGO
Marston's

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SALT LAKE CITY
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MAINE

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Spend your summer in Maine. The Marshall House, a modern brick hotel, at York Harbor, affords quiet if you want it—watching the ever-changing moods of ocean and river from spacious hotel porches—walking or riding amid scenes of world-famed beauty. There is excitement if you seek it, with all water sports, golf, tennis and dancing. Superlative cuisine—the comfort of a perfectly appointed hotel—and the friendliness of a selected clientele. Write for booklet. Gilman L. Moulton, Manager, York Harbor, Maine.

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at a

NEW ENGLAND CAMP

WITH woods, mountains, lakes or seashore as a natural background, how quickly your children will grow, mentally and physically, at a summer camp. New England has long been accepted as the boys' and girls' camp center of the United States. Thousands of parents will attest to this fact. Can you afford to let *your* children miss this opportunity when the cost is so little?

FREE SERVICE

A committee of educators has prepared a guide to selected New England camps. It will help you answer such questions as: "Should I send my child to camp? Where? How much will it cost?" Write today. No obligation.

NEW ENGLAND

NEW ENGLAND COUNCIL
Statler Building, Boston, Mass.

I am interested in further information on camps for boys____ for girls____. Please send me free copy of Camp Guide and New England vacation booklet V-25.

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*Address*_____

ANSWERS TO CORRESPONDENTS

ANY reader can obtain from Vogue Information Service answers to questions on social conventions and matters of etiquette; on costume and fashion; on household decoration; on shops and wholesale houses dealing in merchandise of interest to Vogue readers; and on other subjects within the scope of this magazine.

RULES FOR CORRESPONDENTS

(1) The name and address must be legibly written or printed at the beginning or at the end of every letter.

(2) In order to answer all inquiries promptly, Vogue suggests that as few questions as possible be asked in any one letter; a reply may be delayed because of the totally unrelated questions contained in a letter, any one of which may require a considerable amount of research to answer adequately.

(3) Unless especially requested to keep a reply confidential, Vogue is privileged to publish any inquiry and answer of interest to its readers.

Miss M. F. P.: I am to be married this June. My wedding-dress is of white bridal satin, cut on very simple and classic lines, and I am going to wear a veil of white tulle. Would you suggest a distinctive and lovely bouquet?

Ans.: Your bouquet might be like the one that the bride on the cover of the April 15 issue of Vogue carried—an old-fashioned bouquet of white carnations bunched tightly together and wreathed round with fern and paper lace. Another charming bouquet is one of white butterfly orchids and white lilac; or white spray orchids and white azaleas. A particularly beautiful and luxurious bouquet is made of about ten large white orchids and many small butterfly orchids, trailing to the knees, and without ribbons or fern.

Miss R. A. B.: I am going to Europe the latter part of June, and, since this will be my first trip abroad, I should like to know what are the usual fees for one person to give the various stewards on board ship.

Ans.: For regular services, your cabin steward, the stewardess, and table steward should be tipped five dollars each; the bath steward, two dollars and a half; the deck steward, two dollars. Special services should be rewarded according to their importance.

The amount you tip the wine steward and bar steward depends on whether and how much you employ them. If you make use of their services, these stewards should be given at least two dollars each.

The chief dining-room steward might be given five dollars if he has arranged a table for you alone, or shown you some other individual attention such as that. Otherwise, you might give him two dollars, or not tip him at all.

If you borrow books from the ship's library, you should fee the library steward one dollar.

If you wish to secure your deck chair and a special table reservation without waiting in line when you go aboard, it is wise to make these reservations at the time that you buy your ticket.

Mrs. F. C. C.: Is it correct to typewrite a purely social letter? To-day, when the telephone and telegraph are used so extensively for social intercourse, it would seem that a social letter could be typewritten.

Ans.: Even though telegrams and telephones are very much a part of our social life, there are still a few nice distinctions about letter-writing that should be observed. It is not correct to typewrite a purely social letter to a person who is much older than you, or whom you don't know very well. The only exception to this rule is when the letter has a business note to it—such as a request to pour tea at a benefit reception or to serve on a committee. However, a typewritten letter is permissible when it is addressed to a close friend or person of your own age.

Mrs. L. H. P.: Two of my nieces are graduating from preparatory school this June. I want to give them small remembrances, but I'm in rather a dilemma about what this younger generation really likes in the way of gifts. Will you suggest a few things?

Ans.: Young girls, practically without exception, are enthusiastic about gadgets: bracelets with charms dangling from them; very plain, but very smart clips and pins for scarfs; good-luck keys that you can find at most of the leading jewellers; groups of tiny little perfume bottles for dressing-tables. Compacts, too, are sure to be welcomed—especially when initialed or engraved with the girl's name.

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INSPIRE

INTERESTING CORRESPONDENCE

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EATON PAPER 1813 93 RAG CONTENT

IT'S *Color* THAT GIVES IT A *Flair*

● Preserving in its satiny texture, the rich, flashing colors reminiscent of the West, Pacific pottery introduces a festive note in modern entertaining. Designed for today's needs, in six colors, Lemon Yellow, Jade Green, Apache Red, Delphinium Blue, Sierra White, Pacific Blue.



● A stirring cup to please the most exacting. Full quart in size and complete with chromium spoon. Individual canape tray with convenient handle and fitted for cocktail cups. In six Pacific colors.



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● Walnut and commodious pottery tray combine to fashion this smart, new cheese server. Mustard pot in harmonizing colors. Ideal for buffet suppers.

Sold at leading department stores. Moderately priced.

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Division of PACIFIC CLAY PRODUCTS, *Los Angeles*



You're captain of the crew in this bold striped Sacony maillot with its halter neck, bare back and cork buttons. • And you, below, step up! Let's see your corded ratine outfit. Who'd ever suspect your blouse is buttoned all the way down, yet perfectly backless? • You'll see Sacony sand-and-surf fashions at the smarter stores and beaches.



S. AUGSTEIN & CO., 1410 BROADWAY, N. Y. C.

SOCIETY

(CONTINUED FROM PAGE 124)

BIRTHS

TORONTO, ONTARIO

Clarkson—On March 16, to Mr. and Mrs. Robert C. Clarkson (Dorothy Sumner), a son.

Fulford—On March 21, to Mr. and Mrs. Richard Fulford (Muriel Parsons), a daughter.

Northey—On March 24, to Mr. and Mrs. Rodney Northey (Jean McCarthy), a son.

Smith—On March 18, to Mr. and Mrs. Bethune Larratt Smith (Anna Mae Hees), a son.

TULSA

Harwood—On April 7, to Mr. and Mrs. Paul Harwood (Elsie Chase), a daughter, Sabra Andrus Harwood.

Hughes—On March 7, to Mr. and Mrs. Seth Hughes (Mary Leonard), a son, Philip Norman Hughes.

MacKay—On April 4, to Mr. and Mrs. C. Condon MacKay (Narcissa Penick), a son, David Condon MacKay.

ENGAGEMENTS

NEW YORK

Ballantine-Cockrane—Miss Elizabeth J. Ballantine, daughter of Mr. and Mrs. Percy Ballantine, of Newark, New Jersey, and Lake Wales, Florida, to Mr. William H. Cockrane, son of the late William F. Cockrane and Mrs. Cockrane, of Baltimore, Maryland.

Nones-Jones—Miss Marjorie Fletcher Nones, daughter of Mr. and Mrs. Walter M. Nones, of "Woodlands," Southport, Connecticut, and New York, to Mr. Kendall Frank Jones, son of the late Edward A. Jones and Mrs. Jones.

Stevens-Ward—Miss Alice Pendleton Stevens, daughter of Mr. and Mrs. Ray Parker Stevens, of New York and "Brae Tarn," Greenwich, Connecticut, to Mr. James Eatherley Ward, son of Mr. and Mrs. William Eldred Ward, of Nashville, Tennessee.

Warburg-Hellman—Miss Anita Warburg, daughter of Mr. and Mrs. Max M. Warburg, of Hamburg, Germany, to Mr. Geoffrey T. Hellman, son of Mr. and Mrs. George S. Hellman, of New York.

CINCINNATI

Hawley-Dana—Miss Emily Hawley, daughter of Mr. and Mrs. H. Bart Hawley, to Mr. Stephen Dana, son of Mr. and Mrs. George Frink Dana.

Lunken-Williams—Miss Helen Lunken, daughter of Mr. and Mrs. Eshelby F. Lunken, to Mr. John Patison Williams, son of the late George Lathrop Williams and Mrs. Williams.

DAYTON

Simonds-Carr—Miss Harriet King Simonds, daughter of Mr. and Mrs. Herbert Roland Simonds, of Dayton, Ohio, to Mr. Robert Nelson Carr, of Cleveland, Ohio, son of the late William Collett Carr and Mrs. Carr.

NEW ORLEANS

Whiteman-Haspel—Miss Marguerite Lorraine Whiteman, daughter of Mr. and Mrs. Edwin Walter Whiteman, to Mr. Joseph Haspel, junior, son of Mr. and Mrs. Joseph Haspel.

WEDDINGS

NEW YORK

Breed-Hornblower—On May 7, in the Madison Avenue Presbyterian Church, Mr. Alan Ryder Breed, son of Mrs. Ryder Breed and of Mr. William Constable Breed, of New York, and Miss Rosilla Marshall Hornblower, daughter of the late George Sanford Hornblower and Mrs. Hornblower, of New York and Syosset, Long Island.

Gerli-Wren—On April 24, Mr. David Charles Gerli, son of the late Emanuel Gerli and Mrs. Gerli, and Miss Genevieve Kempt Wren, daughter of Dr. Alphonse Wren and Mrs. Wren.

Godwin-Hanna—On March 2, in Saint James' Episcopal Church, Mr. C. Gorham Hedge Godwin, son of Mr. and Mrs. Cortlandt Godwin, and Mrs. Robert Hanna, daughter of Mrs. Emily Kopf and of the late George J. Thole.

Irigoyen-Davis—On April 22, Mr. C. Alonso Irigoyen, of Buenos Aires, Argentine Republic, and Miss Alida P. Davis, daughter of Mr. and Mrs. William H. Davis, of New York.

Pitman-Coleman—On March 2, in the chantry of Saint Thomas Church, Mr. John Holley Pitman, son of the late John B. Pitman and Mrs. Pitman, of Plandome, Long Island, and Miss Kathleen Coleman, daughter of Mr. and Mrs. Lockett Gwin Coleman.

(Continued on page 127)

Learn to be CHARMING



MARGERY WILSON

America's authority on Charm. Personal adviser to eminent women in all walks of life.

Distinguished Tributes

NORMA SHEARER *writes:* "To capture the elusive spirit of Charm and analyze it for personal cultivation, as you have done, is indeed a boon to all who wish to enhance their power."

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HOW much charm have you? Just what impression *do* you make? Grade yourself with Margery Wilson's "Charm-Test." This interesting self-analysis chart reveals your various personal qualities by which others judge you. The "Charm-Test," together with Miss Wilson's Booklet, "The Smart Point of View," will be sent to you without cost or obligation. This offer is made to acquaint you with the effectiveness of Margery Wilson's personalized training by correspondence.

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In your own home, under the sympathetic guidance of this distinguished teacher, you learn the art of exquisite self-expression—how to walk, how to talk, how to acquire poise and presence, how to project your personality effectively—to enhance your appeal. Margery Wilson makes tangible the elusive elements of Charm and gives you social ease, charming manners, finish, grace—the smart point of view.

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Vogue Patterns may be ordered by mail from any of their distributors; or from Vogue Pattern Service, Greenwich, Conn., or from 1196 The Merchandise Mart, Chicago, Ill., or 523 Mission Street, San Francisco, California, or, in Canada, 360 Adelaide Street, W., Toronto, Ontario.

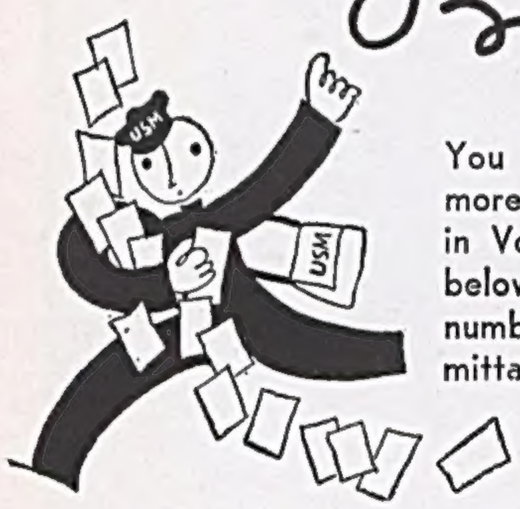
Please state the full pattern number. When ordering skirts give both waist and hip measure. When ordering misses' or children's designs, state age.

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S-3815	$1.00	7034	.50
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7030	.40	7040	.65
7033	.50	7041	.30

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You can simplify your shopping and learn more about many of the products advertised in Vogue by writing for the booklets listed below. Clip the coupon, indicating on it the numbers of the booklets desired. Where remittance is indicated please send in stamps. Address coupon to THE READER SERVICE BUREAU, VOGUE, GREENWICH, CONN.

For your Vanity

264. HELENA RUBINSTEIN. "Beauty in the Making"—a comprehensive little booklet that gives special treatments for the skin and descriptions of the preparations made by this house—will be sent to you on request. HELENA RUBINSTEIN, 8 EAST FIFTY-SEVENTH STREET, NEW YORK.

265. POND'S Beauty Preparations. A special tube of Pond's Cold Cream (enough for nine treatments) and generous samples of two other Creams and samples of five shades of Face Powder will be sent to you, for ten cents (to cover mailing). POND'S, DEPARTMENT D56, CLINTON, CONN.

266. MARIE EARLE. "Understanding Your Skin" explains how to use Marie Earle beauty preparations at home, and contains a chart for correct make-up. MARIE EARLE, 711 FIFTH AVENUE, NEW YORK.

267. DOROTHY GRAY has a new booklet, "Your Lovely Skin," that tells how to give yourself the 1-2-3 Salon Facial and Make-up at home. You may have a copy free. DOROTHY GRAY, 683 FIFTH AVENUE, NEW YORK.

268. KATHLEEN MARY QUINLAN offers, on request, excellent little booklets that tell you about her beauty preparations and give you complete directions for using them at home. KATHLEEN MARY QUINLAN, 655 FIFTH AVENUE, NEW YORK.

269. ELIZABETH ARDEN. "Beauty for the Busy Woman," as its name implies, is a booklet especially prepared for the woman whose time is taken up by social or business engagements and who will welcome the simple, helpful explanations for treatments on the care of the skin that are given in this little book. ELIZABETH ARDEN, 691 FIFTH AVENUE, NEW YORK.

270. VITA-RAY Beauty Preparations. "Let's Talk About You" is an interesting booklet that helps you to analyze your best features and suggests the right type of treatment and make-up for your skin. You may have a copy free. VITA-RAY CORPORATION, LOWELL, MASS.

For your Household

271. WALLACE Sterling Silver. "Fifteen Leading Patterns" portrays fifteen flatware designs in heavy sterling silver—price list included. Booklet free. WALLACE SILVERSMITHS, WALLINGFORD, CONN.

272. TOWLE Sterling Silver. "How to Plan Your Wedding" is a helpful little book that tells what arrangements to make for your wedding, and when. Send ten cents to cover mailing. TOWLE SILVERSMITHS, NEWBURYPORT, MASS.

273. CANNON TOWELS. The makers of these quality towels have prepared an excellent little booklet "Ten Kinds of Baths." It gives practical information about restorative baths, and is attractively illustrated with colour sketches. A copy will be mailed to you on request. CANNON MILLS, INC., 70 WORTH STREET, NEW YORK.

For your Wardrobe

274. CHARIS Foundations. "Correct Fashions for Modern Figures" is an interesting little booklet illustrated with photographs of the New Swavis Featherweight foundations, with suggestions on how to select the correct type of garment for your own figure. CHARIS CORPORATION, SUITE 238, 11 WEST FORTY-SECOND STREET, NEW YORK.

275. WALK-OVER Shoes. "Your Foot Health" is the name of an illustrated booklet that gives the rules for foot health and correct body posture, with suggested exercises to strengthen the arches of the feet. A copy will be sent to you on request, free. GEO. E. KEITH COMPANY, CAMPELLO, BROCKTON, MASS.

276. MAIDEN FORM Brassières. You may have a free style booklet that shows the new foundations and brassières made by this company. MAIDEN FORM BRASSIÈRE CO., INC., 200 MADISON AVENUE, NEW YORK.

277. BERNAT'S YARNS. Knit yourself a pair of sweaters. Directions for the 1935 version of the twin sweater set with new saddle-shoulder raglan treatment, will be sent you free, on request. EMILE BERNAT & SONS CO., 99 BICKFORD STREET, JAMAICA PLAIN, MASS.

278. STETSON SHOES. "Spring Release from the Stetson Shoes-reel" is an illustrated booklet of the new Stetson shoe fashions for spring. You may have a copy free, on request. STETSON SHOE COMPANY, INC., SOUTH WEYMOUTH, MASS.

279. BELLE-SHARMEER STOCKINGS, made-to-measure in leg size and foot size. The name of the nearest dealer will be sent. BELLE SHARMEER DIVISION, WAYNE KNITTING MILLS, FORT WAYNE, IND.

280. MCCUTCHEON FABRICS. Samples of fabrics will be sent on request. Please indicate the type of material desired. MCCUTCHEON, DEPARTMENT 2V, FIFTH AVENUE AT FORTY-NINTH STREET, NEW YORK.

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283. GOING TO EUROPE? The United States Lines have a new booklet, "The American Way to Europe." A copy free, on request. UNITED STATES LINES, 1 BROADWAY, NEW YORK.

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V.M.-5-15-35

SOCIETY

(CONTINUED FROM PAGE 126)

WEDDINGS

Smith-Smith—On March 2, Mr. Cornelius Halsted Smith, son of Mr. and Mrs. Theodore H. Smith, of South Orange, New Jersey, and Miss Margaret Halsey Smith, daughter of Mr. and Mrs. Albridge C. Smith, of South Orange.

BALTIMORE

Roszel-Merryman—On March 9, in Sherwood Church, Mr. R. Julian Roszel, junior, son of Mr. and Mrs. R. Julian Roszel, and Miss Eleanor J. Merryman, daughter of Mr. and Mrs. John Merryman.

CHARLESTON, WEST VIRGINIA

Banks-Smith—On April 6, Dr. John Bankhead Banks and Miss Catherine Dana Smith, daughter of Mrs. Isaac Noyes Smith.

CHARLOTTE, NORTH CAROLINA

Causey-Jamison—On March 26, Mr. Hugh Ward Causey, of Charlotte, North Carolina, son of the late Mr. and Mrs. Richard Greene Causey, of Pinopolis, South Carolina, and Miss Martha Elizabeth Jamison, daughter of the late John McKee Jamison and Mrs. Jamison.

CINCINNATI

Hamilton-Sutphin—On February 27, in Christ Church, Mr. John Goadby Hamilton, son of the late Harry Goadby Hamilton and Mrs. Hamilton, and Miss Jean Sutphin, daughter of Mr. and Mrs. Stuart Sutphin.

Heald-Haydock—On March 22, Mr. William Heald, son of the late Albert Heald and Mrs. Heald, and Miss Anne E. Haydock, daughter of Mr. and Mrs. George Haydock.

Kenny-Hamilton—On April 15, in Saint James's Protestant Episcopal Church, New York, Mr. Andrew T. H. Kenny, son of the late Hugh E. Kenny and Mrs. Kenny, of New York, and Mrs. Jean Hamilton, daughter of the late H. Goadby Hamilton and Mrs. Hamilton, of Cincinnati, Ohio.

COLUMBIA, SOUTH CAROLINA

Clark-Urquhart—On February 27, Mr. Rufus Rivers Clark, son of the late Sumpter Mills Clark and Mrs. Clark, and Miss Alice Childs Urquhart, daughter of Mr. and Mrs. James Burwell Urquhart.

COLUMBUS

Miller-Burr—On March 2, Mr. Elam Miller, junior, son of Mr. and Mrs. Elam Miller, of New York, and Miss Louise Gwynne Burr, daughter of Mr. and Mrs. Karl Burr, of Columbus, Ohio.

DULUTH

Raoul-Duval-Lounsberry—On March 25, in Carmel, California, Mr. Richard Raoul-Duval, of Burlingame, California, son of Mrs. Charles Raoul-Duval, of Paris, France, and Miss Sylvia Lounsberry, daughter of Mr. George H. Lounsberry.

HOUSTON

Lawhon-Vinson—On March 21, at the First Presbyterian Church, Houston, Texas, Mr. James Griffith Lawhon, son of Mrs. Thomas J. Lawhon, to Miss Virginia Vinson, daughter of Mr. and Mrs. William Ashton Vinson.

KANSAS CITY

Bunting-Bitler—On February 16, in Saint Paul's Church, Mr. George Herbert Bunting, son of Mrs. George Herbert Bunting, and Miss Karen Dean Bitler, daughter of Mr. and Mrs. Olen George Bitler.

Geddes-Gallagher—On February 18, Mr. William Geddes, of Denver, Colorado, and Mrs. Vivian Hoffman Gallagher.

PHILADELPHIA

Catherwood-Kent—On April 26, in the Church of the Redeemer, Bryn Mawr, Pennsylvania, Mr. Cummins Catherwood, of Haverford, Pennsylvania, and Miss Virginia T. Kent, daughter of Mr. and Mrs. A. Atwater Kent, of Ardmore, Pennsylvania.

SAINT JOSEPH

Smith-Campbell—On April 3, in Saint Joseph, Missouri, Mr. John Townsend Smith, son of Mrs. Ralph E. Costigan and the late Lewis M. Smith, and Miss Elizabeth Wyeth Campbell, daughter of Mr. and Mrs. Forest Chesney Campbell.

WASHINGTON, D. C.

Gibson - McCormick - Goodhart—On March 2, in the Church of the Epiphany, Mr. James McMillan Gibson, son of Mrs. Morris Ernest Locke, and Miss Patience McCormick-Goodhart, daughter of Mr. F. Hamilton McCormick-Goodhart.

Hunter-McNinch—On March 20, in the New York Avenue Presbyterian Church, Washington, D. C., Mr. John Merritt Hunter, junior, of Lakewood, New Jersey, and Washington, D. C., and Miss Mary Groome McNinch, daughter of Mr. and Mrs. Frank Ramsay McNinch.



Francettes new, Sheer Web provide maximum of lightness and restraint—keep cool and corseted with Francette. All-in-ones from $10, Girdles from $5, Brassieres from $1.

Francette FOUNDATION

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EDWARD VII

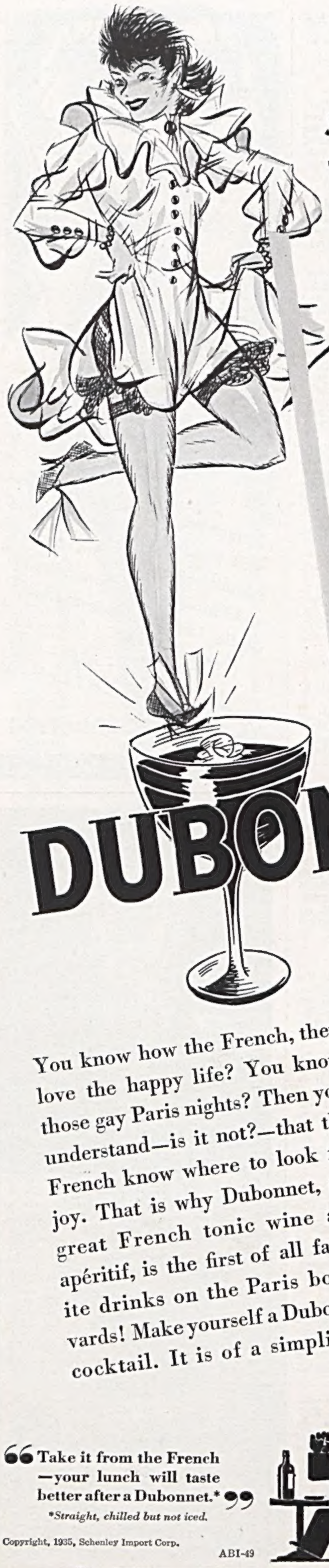
Strictly in keeping with the present mode for decorative tableware, the Edward VII pattern offers an exquisite and authentic design of the middle Georgian period.

Return the coupon, and we will send you five pieces to examine at your leisure — no charge, no obligation to buy.

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JUST A LITTLE TOUCH OF FRENCH IN YOUR COCKTAIL . . . MONSIEUR?

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Voila! . . . What could be easier than to make a Dubonnet cocktail like this?

½ Dubonnet
½ Dry Gin
Stir with ice
Add thin slice of lemon

DUBONNET

A Schenley IMPORT

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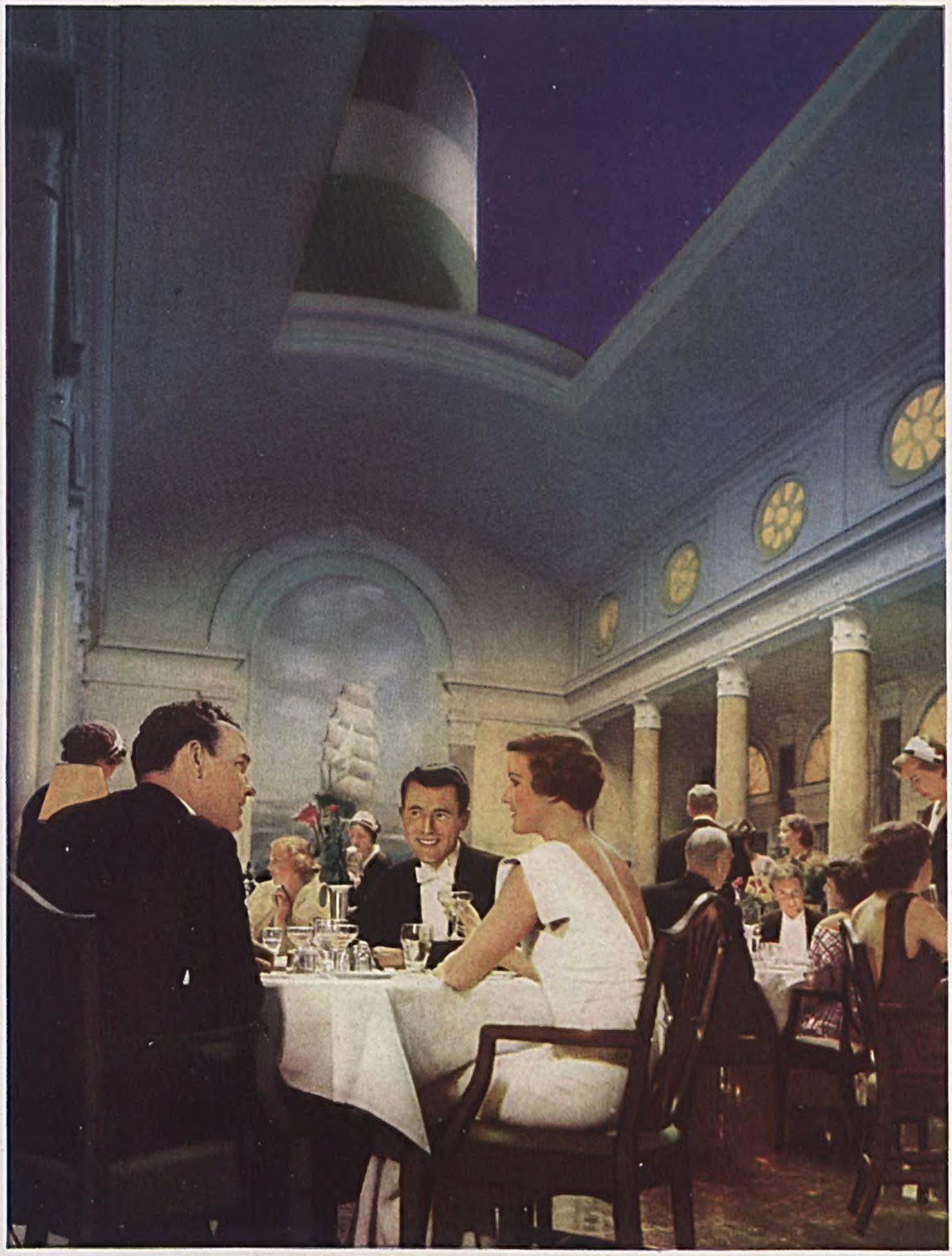
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"They're the most popular cigarettes—every one is smoking them now," continued this alert young member of New York's inner circle. "Camels have such a grand smooth flavor. I suppose that's because they have more expensive tobaccos in them. And they never make my nerves jumpy. When I'm tired out and my nerves feel frazzled, then a Camel gives me a nice gentle 'lift' that restores my enthusiasm."

The reason you feel better after smoking a Camel is because it releases your latent energy, which overcomes fatigue. When you feel tired, you can always get a pleasant, natural "lift" by enjoying a Camel. And you can smoke as often as you wish, for Camels never upset the nerves.

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